INFORMANT

JANUARY, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N.Y.

"Watchtower" Campaign Begins with "Integrity" Period

February Should Show New Peak in Publishers

Follow Detailed Instructions

February begins the 1942 *Watchtower* Campaign, and is the "INTEGRITY" Testimony Period. The issue, WORLD DOMINATION, that we are now facing is definitely joined together in this combination *Watchtower* Campaign and "INTEGRITY" Testimony Period. That fact makes this a most important campaign for all of us.

The Watchtower is the most important instrument that the Lord is using to bring this issue of WORLD DOMINATION to the attention of his people and all people of good-will. *The Watchtower* clearly reveals that the battle line is definitely drawn. On the Lord's side are those who are for THE THEOCRACY, maintaining their INTEGRITY, uncompromisingly taking their stand for the Lord and the Kingdom. On the opposite side is the totalitarian-controlled monstrosity which is determined to destroy the Kingdom and rule the earth in defiance of Jehovah.

There, then, is the purpose of the *Watchtower* and *Children* book campaign which we are now about to enter. The Lord is using these two instruments, *The Watchtower* and the book *Children*, particularly, to open the eyes of the multitude so that they may have the necessary knowledge, strength and courage to take their stand and boldly flee from the "seas" to the "glorious holy mountain". The information contained in *The Watchtower* and the book *Children* must therefore be made available and accessible to these people of good-will. His witnesses are charged with the responsibility of doing this. The time is short. The work to be done is enormous; but it will be accomplished, by the Lord's grace.

With such an issue and prospect before us, how appropriate that we should commence this campaign with the "INTEGRITY" Testimony Period! Faithfulness in carrying it into operation and to a successful conclusion is going to try the integrity of all. Love for the Lord, love for the Kingdom, love for our brethren, and love for the millions of people of good-will who are sighing and crying in the "seas", 'feeling after God if haply they might find him,' and whom the totalitarians are striving to hold enslaved in that condition, will propel each and every servant of the Lord to go forward in this campaign with greater enthusiasm than ever before.

The presentation during the campaign is one year's subscription for *The Watchtower* (24 issues), and a copy of the book *Children* and of the booklet *Comfort All That Mourn*, on a contribution of $1.00. The contribution, of course, is for the *Watchtower* magazine for one year; the book and the booklet are given as a special premium, free, during this campaign. Therefore the publishers, when turning in the remittance for subscriptions, will, for each NEW subscription, retain 25c to cover the cost of the premium and turn in 75c to the company. Pioneer rates will be as heretofore during such campaigns. Where a person is found who is already a subscriber for *The Watchtower*, a year's subscription for *Consolation* may be accepted instead of for *The Watchtower*, and the same premium be supplied. If you find someone who has the book *Children* and the booklet *Comfort All That Mourn*, any other book and booklet may be substituted for these. Where the people are unable to take a whole year's subscription, a six months' subscription may be offered on a contribution of 50c. This would not include the bound-book premium, however. The bound book is to be left free only with a year's subscription. Where a subscription cannot be taken, offer the book *Children* and *Comfort All That Mourn* on a contribution of 25c. If they are unable to take this, then offer 3 booklets on a 10c contribution, or the booklet *Comfort All That Mourn* on any contribution they are able to make. This booklet may be left free where the circumstances justify it.

Method of Introduction

Use the phonograph doorstep set-up method, with the record "Instructions", to introduce the presentation. The doorstep method of introduction was used more extensively during last year's *Watchtower* Campaign than in any of the previous campaigns, and undoubtedly this accounted to a great extent for the splendid increase we had last year over previous years in subscriptions placed. Any who have not yet commenced using this doorstep method should commence NOW. Do not resist the Lord's direction in this matter any longer. Any who do not have the "Instruction" record should order it through their company immediately. For those who do not have a phonograph a special testimony card is provided. A supply is being sent with this *Informant*.

How to Handle Subscriptions

It is very important that the publishers and servants observe these details carefully. Each one should carefully read the instructions on both the FRONT and the BACK of the new subscription slips. If you do this and carry out the instructions carefully there will be no confusion or misunderstandings. We cannot overemphasize the importance of seeing that the subscriber's name and full address are clearly and properly filled in. Check this matter carefully yourself, and have the subscriber check it also when you give him his receipt, and then have him initial it. Indicate whether the subscription is NEW or a RENEWAL. No premium is to be given with a renewal subscription, and the entire subscription amount is to be forwarded to the Society with all renewals.

On the line "Sent in by", company publishers should put their own name AND the name of the company in this manner:
John Smith, Reading, Pa., Company.
This will clearly identify the source of the subscription, for future reference if necessary. In the case of pioneers, their name is all that is required, properly checking, of course, that they are pioneers.

Foreign-language subscriptions should be handled carefully. Check and see if we have the magazine in the language required. If we have it, clearly mark the subscription slip to show the language in which it is required. *The Watchtower* is available in the following foreign languages, and subscriptions may be taken for *The Watchtower* in these languages during the campaign: Greek, Italian, Polish, Russian, Slovak, Spanish, and Ukrainian. The subscription rate on all the above is $1.00 a year, and each one is published only ONCE a month. The latest bound book and booklet in each language may be offered as a premium. Portuguese *Watchtower* is $1.50 a year, with the same arrangement for premium. In each case the publisher is to retain 25c for the book placed, and the balance turned in to the Society for the subscription.

The *Consolation* magazine is available in Greek, Portuguese, and Spanish, at 75c a year; in Ukrainian at $1.00 a year.

All the above foreign-language magazines are published ONCE a month. Distributors' copies may be ordered on any or all of the above. Portuguese magazines are published in Brazil, and it may take several weeks before orders for distributors' copies in that language can be filled.

We hope that, by each one's giving careful consideration to the foregoing and studying the instructions appearing on the FRONT and the BACK of the subscription slip, most of the mistakes of previous years will be avoided this year.

Each publisher is to turn in his subscriptions, together with the proper remittance to cover, to the company promptly. These are to be carefully checked by the secretary, who will see that the slips are properly made out, and that the remittances accompanying the slips are correct, and will turn the money over to the treasurer, getting proper receipt for same. He will see that a list is made up on the Subscription Record Sheet (Form S-10) provided by the Society, showing each subscriber, to be forwarded to the Society with the subscriptions, as well as a duplicate list retained for the company's files. He will also see that duplicate slips (one for each new subscriber) are turned over to the back-call servant, so that they can be placed in his files, and will finally turn over the original list and the subscriptions to the company servant, who will recheck them and will get the necessary remittance from the treasurer to send to the Society on form SC-52 with order for such other items of stock as the company may require. Subscriptions should never be held up more than one week, and may be sent in two or more times a week if the occasion justifies it.

Advance Planning

The servants of the company should get busy now and make necessary preparations for this campaign, so that everything will be in readiness by February 1. Get your sample copies of *The Watchtower*. See that "Instruction" records are provided for the publishers. See that phonographs are in good working order. See that there is on hand a good supply of subscription blanks. See that the back-call file is in order. Arrange to issue the "Goodwill" slips showing names of those to be called upon by the publishers for their subscriptions. Prepare a chart for your hall as outlined in the December, 1938, *Informant*, this chart to show the progress of the campaign.

The quota should be set for each month—February, March, and April. This should be based upon the individual quota, which will be the same as last year. Special and general pioneer publishers should be able to place at least one subscription, 10 bound books and 100 booklets each week. Many of them, of course, will do much better; but the average should run about as above stated. For company publishers the quota will be one subscription, 7 bound books and 80 booklets a month. A check should be made at the weekly service meeting to see how you are progressing toward your quota. Do not wait until the end of the month to ascertain 'how far you are running behind'. This matter should be checked up each week; and if you are running behind, ascertain the cause, and remedy it. If we do our part diligently we shall undoubtedly attain to and exceed the quota of 100,000 subscriptions, one million bound books and 12 million booklets.

With the issue clearly presented to the brethren, and proper plans made by the servants to carry out the work and presented at the service meeting, the next step is up to the individual publisher. Each one is on his own now. Each one must bear his own burdens. This is called to our attention in Brother Rutherford's letter appearing in the November *Informant*. We suggest that this letter be re-read at the service meeting preceding the campaign, and also carefully read by each individual.

The individual question, therefore, is, What am I going to do in this campaign? Let each one determine to bear, by the Lord's grace, his or her burdens before the Lord earnestly and sincerely.

More Study Classes

"A whole year they assembled themselves with the church, and taught much people."—Acts 11:26.

This text refers to two faithful servants of the Lord, to wit, Barnabas and Paul (formerly Saul). The record shows that they were special publishers who pioneered together and were associated together in the work over a period of years.

Barnabas and Paul did not establish the original group of Christians at Antioch, but the record indicates that their activities in Antioch did result in an increase in the attendance of that congregation or in the organizing of other local groups for the study and proclamation of God's Word there in that city and vicinity.

To get this result they did not go over the territory once and then move on; no, they assembled with the church a whole year and got well acquainted with the people of the territory and developed their interest in God's message. Hence it was that they "taught much people". This must have meant the covering of the territory again and again throughout the year, and the specializing on the interested ones with regular return visits, and the establishing of more study classes as the number of interested ones grew.

This apostolic example, recorded with approval in God's Word and marked by his blessing, so that "the disciples were called Christians first in Antioch", marks the proper course for the Lord's covenant people today, whether special or general publishers. That congregation at Antioch was first begun by the Christians who had been scattered by the persecutions under Saul and who proceeded to other cities in order to be able to continue the preaching of the Word and the interesting of others in Jehovah's purposes. (Verses 19-21) So Jehovah turned the persecution to advantage by spreading his general publishers and starting many, many more study classes thereby in many new localities.

The organizing of more study classes requires the finding of more and other locations for study. This means locating those who hunger and thirst after righteousness and then bringing them together that they may be served together by the study conductor, whose time and energy are limited. Conducting such a study means also that one will stick with it, helping the students to progress in knowledge and understanding and courage for the truth, at least until someone else is provided to continue the conducting of the study, preferably till someone in the study group itself is developed to the point of being able to take over and carry on, that the study classes may not peter out, but be built up and become permanent and have an established part in the local witness work of the Lord.

Do It in 1942

Some All-Time Peaks to Be Broken

It is gratifying to see the constant increase in number of publishers. During November there was a grand total of 64,955 witnesses working in the interest of THE THEOCRACY. It is well at this time to give careful consideration to the previous all-time peaks.

First we will consider the pioneers, because there are two previous peaks established, in 1939, that have as yet not been surpassed. They should be soon. The number of active pioneers, during November, reached an all-time high of 5,045, but their average number of hours in the field is only 112.9. Never since October, 1939, has the average number of hours in the field by the pioneers surpassed the all-time peak then set, of 125.9 hours. A real pioneer will strive and diligently put forth every effort to devote his 150 hours a month to the service, which is the requirement for the pioneer service. If the more than five thousand pioneer publishers, general and special, will really devote their time to the interests of the Kingdom, this average of 125.9 hours in October, 1939, could easily be surpassed. Let us see what can be done in the near future. With the *Watchtower* Campaign coming on in February, every pioneer should be diligent during "INTEGRITY" Testimony Period to prove to the Lord that he is truly a pioneer; special publishers working for the 175 hours as their average, and general pioneers, 150.

Within the next few months many of those on the pioneer list will be dropped from the list, and so notified by the Society, if they are not doing their "reasonable service".

Pioneer back-calls in November, 1939, reached 26.9 for the average. The nearest the pioneers have approached this total was during November, 1941, when the average was 26.7. With the new work, with the book *Children*, in full swing we surely should soon pass the all-time peak of November, 1939.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs	60,094	Sep '41	5,033	Oct '41
Av. Hrs.	20.3	Jun '40	125.9	Oct '39
Av. B-C	4.6	Oct '40	26.9	Nov '39

	Nov. Pubs.	1941 Av. Hrs.	1941 Av. B-C	Nov. 1940 Av. Hrs.	1940 Av. B-C
Comp'y	59,910	15.7	3.3	13.7	3.3
Pioneers	5,045	112.9	26.7	103.4	22.2

Company Publisher Peaks

Company publishers have been holding their 60,000 active servants mark for the past several months, and we look forward to a considerable increase soon, due to the outcome of the many *Children* studies that were started during December. However, we find the peaks of average number of hours and average number of back-calls per company publisher have not been changed since June, 1940, and October, 1940, respectively. Now is the time to really devote hours to the field service; and, with the February Testimony Period coming on, the company publishers have the like privilege of proving their integrity to the Lord. Let every company publisher for the Kingdom see if during February, 1942, he can help to increase the company publishers' peak average hitherto of 20.3 hours. Also, on the back-calls the peak, 4.6 back-calls per publisher, was established in October, 1940, and the nearest to this we have reached in the last six months is 3.3, which was established in November, 1941. There should be a constant, steady increase in number of back-calls made by company publishers, now that the book *Children* is having wide distribution and they are followed up with the *Children* studies.

The publishers in the United States, both pioneer and company, will enjoy the consideration of another article in this *Informant* entitled "British Field Report for October". The Lord's people are the target of the enemy, and great is our privilege now to prove our integrity and devote our all unto the Lord and in the interests of The THEOCRATIC GOVERNMENT. Let's do our part!

1942 *Yearbook of Jehovah's witnesses*

The *Yearbook* for 1942 has been delayed, as announced in *The Watchtower*, but it is now in course of preparation; and just as soon as possible its date of publication will be announced in *The Watchtower*. The *Yearbook* will be placed on the usual contribution of 50c to cover the cost of production. Brethren desiring copies of the *Yearbook* can place their orders through the company servants; but we suggest that these orders be not sent in to the Society before February 1. Please see the February 1 *Watchtower* for announcement as to the date of release. You can order the *Yearbook* with other literature. A remittance must be made with orders. The *Yearbook* is not charged to accounts.

The Society is arranging to mail each pioneer who has been in full-time service continuously for six months prior to January 1 a gift copy of the *Yearbook*. Pioneers not meeting this requirement can order theirs at the regular contribution, making remittance with order.

British Field Report for October

We have just received from the London Branch office a very good report for the month of October on the activity of the British brethren in the field. The American brethren should have in mind that our fellow British witnesses no longer have a supply of literature or the book *Children* to offer from place to place, but they are just calling on the people, running the records, and arranging for back-calls, and studying the literature which probably they already have in their homes. Our British brethren work under disadvantages but are putting in better time and averaging better in back-calls in England, both the company publishers and pioneers, than the publishers in the United States. Surely the American brethren will rejoice to see the zeal of our British brethren and will try to do as well or better in the coming months.

The pioneers, of which there were over 1,400 reporting in October, averaged 130 hours in field service. In the United States the pioneers averaged only 116 hours for the same month.

As to back-calls, the pioneers in England averaged 31; in the United States, only 24.

In England the company publishers averaged 16.2 hours in the field service. In the United States, in October the company publishers averaged only 15. In England the company publishers averaged 3.9 back-calls; in the United States, only 2.9.

Let us look forward to the "INTEGRITY" Testimony Period as a time in which greater effort will be displayed on the part of the publishers in this country than at any previous time. We rejoice with our British brethren that they are doing so well, and we know that they are looking forward to even greater peaks during the coming year.

Orders

All companies and pioneers who have ordered records of the new series should have theirs by the end of January. We have practically all the old orders filled at the time of mailing this *Informant*.

Please do not send in orders for the new phonograph. We are not accepting them until further notice.

1942 Calendar

The Society is now shipping the 1942 Calendar. If the company servants have not already sent in their orders they should do so immediately. There is no reduced rate on the Calendar to pioneers, and they can obtain theirs through companies or direct. We shall appreciate their ordering the Calendar with other supplies, to save shipping costs. All orders for calendars should be accompanied by full remittance. Calendars cannot be charged to accounts.

Paper Shortage

At times it is very difficult to get the amount of paper required, and during the last few months we have had great difficulty in obtaining from the manufacturers our *Watchtower* paper. We have been able to get just sufficient for each run. If for some month the Society is not able to get its full amount of paper under contract, we will temporarily discontinue shipping distributors' copies of *The Watchtower* or *Consolation* to the subscribers.

At all times the Society will mail direct to the regular individual subscribers a copy of each issue. However, if because of paper shortage we cannot print sufficient quantity for the distributor subscribers, it is the Society's intention to mail only ten copies to the distributors, instead of the quantity these regularly receive. If you receive only ten copies in your distributors' supply you will know that you are charged for only this number on the Society's books and that we were not able to obtain sufficient paper to fill your entire order on that particular issue.

In the case of pioneers, if the pioneer receives in the mail only one copy of *The Watchtower* instead of the usual seven, do not write the Society complaining, because the shortage will be due to lack of paper.

It is well, therefore, for every person associated with THE THEOCRACY to have an individual subscription for the magazines rather than to obtain copies from the distributors' supply. The individual subscriptions will be given preference at all times. Paper shortage may in the next few months interfere with street work. We hope that this will not occur, but we are giving notice now to companies and pioneers that this possibility exists. Every effort should be put forth during the coming *Watchtower* Campaign to obtain individual subscriptions. The Society will do everything possible to keep you supplied with your distributors' copies also. We have every reason to believe that the subscribers will get their issues regularly on some kind of paper.

Remittances

Companies, pioneers and individual publishers should not send cash in their letters to the Society. When making remittances, use a postal or express money order or check or bank draft. In many parts of the United States mail is now being censored, and it is well not to have cash in the form of dollar bills or coin in your letters. Send your remittances in a safe manner, by money order made payable to the WATCH TOWER BIBLE & TRACT SOCIETY. The Society cannot be responsible for the loss of currency.

New Publications

Riches: Yiddish.
Theocracy: Chinese and Spanish.
God and the State: Spanish.
Comfort All That Mourn: Spanish.
Safety: Spanish.
Model Study No. 1: Greek.
Model Study No. 3: Italian.

INFORMANT

FEBRUARY, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Watchtower" Campaign Three Months

"Integrity" Period Affords All New Privileges

Careful Study Should Be Made of Instructions

New Peak in Publishers Expected

We have come to the beginning of the *Watchtower* Campaign and to the "INTEGRITY" Testimony Period.

Are we ready to discharge the responsibility that the Lord has placed upon each one of his publishers during this period—each pioneer to endeavor to attain the quota of one subscription, 10 bound books and 100 booklets per week during the campaign, and each company publisher one subscription, 7 bound books and 80 booklets per month during the same period? Everyone should be ready by now.

For the past two months the new organization setup outlined in Brother Rutherford's letter and the November *Informant* has been in operation. Each one should now have his or her own territory assignment. All should be making their own back-calls and conducting their own studies, both model and book.

Ever since the convention last August the book *Children* has been distributed, hundreds of thousands of copies have been placed, and on your list are the names of the people who obtained these *Children* books and Study Courses. These are all good prospects for a year's subscription for *The Watchtower*. There are a great many people of goodwill assembled at *Children* book studies; all of them should be *Watchtower* subscribers. Let the brethren conducting these meetings take time at the conclusion of one of their studies to show those in attendance the importance of *subscribing* for *The Watchtower*. The importance is emphasized in the January *Informant*, where it was called to our attention that it may not always be possible to get extra copies of *The Watchtower* but a real effort will be made to see that the subscribers are provided for. These people will already have had the book *Children*. Tell them that they may have as a premium any other bound book they choose instead of the book *Children*. While we are able to call upon the people we should assist them in getting equipped in every possible way to withstand the difficult times ahead. It may be that we shall not be able to call upon them at some time in the future. In that event *The Watchtower* should be coming to their homes on the 1st and 15th of each month, bringing them the food from the Lord's table.

Campaign Important

The importance of this *Watchtower* Campaign cannot be overstated. All other persons whose names are on your back-call files and who are not already subscribing for *The Watchtower* should also be called upon and afforded an opportunity to subscribe for it. This should be done as early as possible, so that any who are interested and have only limited means may have an opportunity to save up and subscribe before the campaign ends.

The Watchtower clearly reveals that the enemy in every land is going to try to keep the people of goodwill from finding out about Jehovah's Theocratic Organization and fleeing to his Holy Mountain. Therefore we should put forth every effort now to aid the people while we have an opportunity. Quotation from the December 15 *Watchtower* is right to the point, clearly revealing the significance of Daniel 11:45, "And he shall plant the tabernacles of his palace between the seas in the glorious holy mountain," to be that "the demonized rulers, determined to 'stay put' and to control the earth, 'plant' their tents between 'the seas' (that is, the people in general) and those who are wholly devoted to THE THEOCRACY, and which latter are described in the prophecy as 'the glorious holy mountain'. . . . It appears that in the last desperate stand the religionists, or demonized rulers, will attempt to prevent any and all in the 'seas' from coming forth and fleeing to the 'glorious holy mountain', which is The THEOCRATIC GOVERNMENT. It may be that at this point the Lord will open the eyes of multitudes, who will escape and find refuge under THE THEOCRACY. The enemy, the totalitarians, will fight desperately and furiously, but 'he shall find no help'."

This assurance from the Lord through *The Watchtower*, that no matter what the enemy tries to do his efforts will come to naught, should inspire all of us to go forward with greater confidence and diligence in the Lord's service while it is still day.

Instructions

Sunday, February 1, begins the *Watchtower* Campaign and the "INTEGRITY" Testimony Period. Are all servants and all study conductors fully acquainted with the campaign and prepared to do their part in the local organization? Do you have sufficient additional copies of *The Watchtower* so that each publisher will have two or more sample copies to take with him into the field for witnessing? If not, order an adequate supply immediately. Do you have sufficient *Watchtower* subscription blanks for all publishers? Do you have sufficient *Children* and *Comfort All That Mourn* in stock to supply you through the campaign? Have you taken up the details of this important campaign at your service meeting and carefully informed the brethren in carrying out every detail so that there will be no slip-ups and errors? Does each publisher have his personal equipment ready—phonograph, records, identification card, *Watchtower* samples, *Children* books, *Comfort All That Mourn* booklets, subscription blanks, carbon paper, and pencil? Are the back-call names and names of those attending your studies properly arranged? Do you know how you are going to approach these people, and what you are going to say to them when you tell them about the campaign and subscribing for *The Watchtower?* Do you have a notebook and make record of homes where the people are not in? and are you going forward with full faith in the Lord to supply your needs and direct your steps? If all of these details are cared for in advance and you enter the campaign with full faith and confidence in the Lord you cannot help but be successful in accomplishing the good pleasure of His will.

Points to Consider When Taking a Subscription

When taking a subscription for the magazine always keep in mind that it is necessary to have accurate information on the slip, so that the subscriber can get his copies in good order and promptly. We find that in receiving subscriptions in this office the following difficulties are encountered: Illegibility of names, number, street and town (the name causes us the most trouble); the wrong town or wrong street; misspelled names of towns and misspelled names of streets; no street shown on slip. These inaccuracies bring from the post office cards marked "No such number", "Not at address," "Not found," "Unclaimed," "Unknown," etc. When we receive these cards we in turn have to find out who sent in the subscription, so that a card can be sent for correction. This creates much unnecessary work, delays delivery of the magazine to the subscriber, and brings complaints. If these points are kept in mind, and the additional points contained in the January *Informant*, which should be carefully studied, much of our troubles will be eliminated and the subscribers will be much better satisfied. Please do your part. Use indelible pencil or ink, only, when making out your subscriptions.

"Watchtower" Introductory Record

This record combines P-154 ("Instruction") and P-262 ("Children"), so that both sides of this record can be put on, because it deals directly with the presentation you are making to the people. Each publisher who uses the phonograph in the field and not having "Instruction" should have one of these new records. We have a good supply in stock. Send in your order immediately. The regular rate is 70c each, or 6 for $3.50.

Continue organizing *Children* book studies. Every publisher should be conducting at least one *Children* book study a week. We quote the experience of one publisher in developing interest and getting the people all set for a regular study of the book *Children*.

Try It

"For about a month I have been intending to write you about a method I have been using since the *Informant* came out saying we could inform the people concerning the *Children* Study Course.

"I am thoroughly convinced the Study Course folders have been directed by the Lord and are an instrument in our hands that can be used to get back-calls quicker than anything I have ever used. Nothing will aid more to stir up the minds of the people to reading the book, *Children*, and then to attend a study of it.

"As I place the book I tell them they will receive some question folders, and to be sure to keep them and I shall be calling on them in a short time to help them with these questions so that they will get the most out of their book. Then during the week after they receive the first folder I call with my Bible, etc. I use the folder and take up the more important questions with them, read the answers and look up the scriptures—those not quoted. After they receive the second, I call and take up the questions on it; and likewise after they get the third folder.

"These study folders get the truth to them much faster than any of the *Model Study* booklets. For example, the first one takes up 'immortality', the 'condition of the dead', the 'resurrection', the 'trinity', and the 'establishment of the Kingdom on the earth'. It is taken up in such a simplified, easy way that they get it if they have a little help. Now, that is a lot, too, for one lesson!

"The second folder takes up about the 'princes', the 'little flock', and the 'great multitude', who are Jehovah's witnesses today, and why they are opposed; Armageddon, and how to escape it. That is a lot again to get in one lesson; but the time is here when the 'strange work' must be done speedily.

"The third folder shows the obligation parents have toward their children, the divine mandate, and the blessings the Kingdom will bring. By the time the third folder is taken up the people have a fair knowledge of the general contents of *Children*. And upon learning that there are no more study folders, they should be anxious to attend a study

(*Continued on page 2, column 2*)

New Work Increasing

New Companies Started

The new work commencing December 1 is well on its way. The 1,000 special publishers arranged for have been enrolled, and 784 of them were actively engaged in that work during December, 1941. They have been assigned to 435 cities of 4,000 or more population. They have already started more than 1,097 *Children* studies. The results to date are very gratifying and indicate the Lord's blessing on this work. Quite a number of new companies have already been organized, and as the work gets under way each day's mail brings many requests for more applications for company organizations. We hope that before the six-month period is up there will be a new company organization in each of these 435 cities.

In a number of cases the special publishers and other brethren living in the town have already covered their assignment the first time over, placing *Children* and making some back-calls. They have now started on the territory for the second time. The second time they find considerably more interest and, as a result, are held up because of the *Children* follow-up back-calls that must be made, and model studies and book studies to be conducted. Each time around it seems they are digging down deeper and getting greater and more blessed results all the time. Now they will be stressing the *Watchtower* magazine as well as the book *Children*.

The companies likewise have taken hold of this new work with enthusiasm. They have withdrawn from their rural territories and concentrated in towns and cities (except in places where they have only rurals to work). In most cases each publisher is taking out his individual assignment and planning to cover it four times during the next six months, assuming complete responsibility for his assignment to place the book *Children*, make back-calls, conduct model studies and *Children* book studies, and is finding that it is not nearly as difficult as he thought it would be. Both pioneers and companies have found considerable interest in this new territory. Many of the good-will are joining with them in the witness work.

Both pioneers and companies should arrange for a Sunday *Watchtower* study, and, if convenient, a service meeting on Thursday night, in these towns and cities, in addition to their regular book studies. These *Watchtower* studies and service meetings should be accessible to the newly interested, and they should be invited to attend. In this way they will become familiar with all the branches of the service work and the privileges that are theirs if they want to take advantage of them. Conductors for these meetings may be arranged for by the special publishers, brothers being utilized, of course, wherever possible. Where there are no brothers available sisters may conduct them. In the company territory the company servant will arrange to assign one of the regularly appointed study conductors or servants to care for these meetings. As soon as a company is organized in each territory, of course, the regular Organization Instructions will apply. When organizing companies, in special publisher territory particularly, local brethren should be recommended for the various servants' positions rather than the special publishers. The local brethren should be taught to bear their own burdens from the beginning. The special publishers may counsel, instruct and assist them all possible, but let the local brethren do the work.

Special Order Blank Enclosed

Study Carefully

Enclosed with this *Informant* there is a special order blank for the May campaign. This is being sent out three months in advance so that the company servant, along with his assistant servants, can study such matter carefully and order such literature as they need. All the instructions are written on the reverse side of the order blank; these you will please STUDY CAREFULLY. All companies should try to have this order blank in to the Society before the end of February, so that we shall have ample time to ship by freight to all companies and pioneers ordering supplies.

How to Order

From time to time it becomes necessary to remind company servants and stockkeepers to order in 100-pound shipments. Many of the large companies, it is noticed, order each week and not always are their orders for 100 pounds. You could just as well add another carton of *Children* or other books and booklets that are required to bring up your freight shipment to 100 pounds. The Society always ships the cheapest way, and freight is the cheapest. It takes a little longer than by express or mail. If your shipment is not nearly 100 pounds, of course, it is cheaper to ship by express or mail, because this is based on the pound rate rather than the 100-pound rate; but it means that the Society is spending the money when it could just as well ship you additional literature and you wouldn't have to order as often.

We want you to order just as often as you need literature, but when you order, if you can, please make it 100-pound shipments. Your co-operation in helping us save on carrying charges will also help us to further advance the Kingdom interests in other fields.

Study Will Help You

The booklet *Jehovah's Servants Defended* is an instrument provided by the Lord to aid the brethren acting as their own lawyer before the courts. When defending yourself before the court without an attorney, you can read to the judge applicable portions of that booklet as argument in support of your motion to dismiss, after taking the witness stand in your own behalf.

In every instance the brethren should represent themselves without an attorney, if possible, in the police and magistrates' (or justice) courts, employing a lawyer only for appeal.

Each publisher should study regularly, both at home and at service meeting, the booklet *Advice for Kingdom Publishers*, so that every one will be prepared to defend himself in event of any arrest.

The booklet *Jehovah's Servants Defended* can also be used to show to policemen who interrupt your work, to show that we are entirely within our legal rights.

(*Continued from page 1, column 4*)

in the book. I find if I wait four weeks before going back the majority have not read the book. I like to get back before they 'cool off'."

If the brethren will really go after back-calls and *Children* book studies in this manner they can be successful. Take advantage of all openings and try to really aid these people who are 'feeling after the Lord, if haply they may find him', to get a better understanding of His purposes, that they may take their stand on the side of THE THEOCRACY before the great battle for supremacy will be fought and the issue determined for all time. The Lord's blessing has been particularly upon this branch of the work as it is carried on by the special publishers, as noted in another part of this *Informant*. Let each publisher's slogan therefore be, At least one *Children* study a week.

Yearbook Ready

You Can Still Get Calendar

The 1942 *Yearbook of Jehovah's witnesses* is now ready for shipment. Everyone who loves righteousness and is devoted to THE THEOCRACY will want a copy so as to read the remarkable report written by Brother Rutherford; and, too, the daily texts and comments will be to them an aid and comfort.

Daily texts and comments heretofore published in *The Watchtower* will be discontinued, as they are published in the *Yearbook*.

All Calendar orders on hand have been filled, but those still desiring a Calendar can obtain one. Many people of good-will who are as yet not attending meetings may wish this new Calendar to keep before their minds the importance of being "blameless in the day of our Lord".

Yearbook, 50c a copy; Calendar, 25c a copy—remittance to be sent in with orders.

New Spanish Record

Spanish "Instruction" record, which introduces *The Watchtower*, is now available in special coupling with "Message of Hope", mentioning the latest Spanish bound book, *Religion*. Order PS-154, PS-230; usual rates prevail.

Attention, All Pioneers

Since the inauguration of the "new work" it will be necessary for every pioneer to plainly mark his or her "Change of Address" slip as to "Pioneer" or "Special Pioneer". Not all of the "Change of Address" forms which are in the hands of the pioneer publishers are the same, but these can be changed by the publisher so that the office will know whether you are a "Special" or a "General". Changes of address should always be given on the regular "Change of Address" form, and not in letters. If you don't have any of these forms, order some at once. Any correspondence written regarding your mail or address should clearly indicate either "Special" or "General". A separate "Change of Address" slip should be sent in for each individual pioneer publisher; two names should not appear on the same slip. Following this suggestion will save needless work in the office here.

Used Cartons

The brethren will please ship only good ones of Society's cartons, and in 100-pound lots. Carefully read instructions covering this in the December *Informant*.

Pioneer Opportunities

The recent close analysis of the country that had to be made in preparation for the new work reveals that there is still great need for pioneers, particularly in the thickly-settled industrial areas of the east.

Now is an ideal time to enter the pioneer service. Undoubtedly many brethren realize the need of devoting their entire time to the Theocratic service in order that they may be blameless before the Lord in this day of judgment. Therefore, serious consideration should be given to the time and circumstances of each one who is consecrated to the Lord and who is not now devoting his entire time to the Kingdom service, to see if he cannot adjust his affairs so that he may be a full-time publisher. If, after prayerful consideration of the matter, you find that you are in position to enter the pioneer service, write the Society promptly for an application.

Two New Peaks Reached in December

Book *Children* Going Well

It will make the hearts of all the servants of Jehovah glad to know that 61,227 persons engaged in the field service in December. Another new peak was reached in the ranks of the pioneers. During December 5,057 reported field activity.

In November, 1939, the pioneers reached a peak of 26.9 back-calls per publisher, and for the first time since that date have the pioneers passed that peak. In December, 1941, they reached a new all-time peak of 29.3 back-calls per publisher in one month. Undoubtedly, with the new work increasing and moving ahead, this peak will be broken several times during the year by the pioneers. Have in mind another 1939 peak yet to be broken, namely, that of hours for the pioneer publishers.

The book *Children* is going out well, and the report shows that during December 212,490 bound books were placed in the United States. This is gratifying. It is believed that with the coming month this total will increase. We are still able to keep up with the demand of orders, and at this writing, you will be pleased to know, more than 1,800,000 copies have already been shipped out of the factory and the presses are still moving on at full speed, with the completion of the 3,000,000 edition nearly in sight. The book *Children* should find a wide distribution now, with the *Watchtower* Campaign in operation from February 1.

Previous All-Time Peaks

	Company Pubs.	Pioneers
Pubs.	60,094 Sep '41	5,045 Nov '41
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

	Dec. 1941		Dec. 1940	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Company	56,170	14.8	3.4	15.8	3.6
Pioneers	5,057	114.4	29.3	110.8	24.1

Magazine Work

Arrange a Route in Your Territory

The main thing to do now is to call upon the people, place the *Children* book with them, get a study started as soon as possible, and help the people to take their stand on the side of the Kingdom. That feature of the work should receive first consideration and all other features should work toward that end.

However, there are times, such as Saturday afternoon and evening, which in your territory may not be good for back-calling because of the many other interests the people have. Further, not all the publishers have back-calls every night. Therefore there is still considerable time that can be spent in magazine work and such time available should be devoted to the magazine street work.

The present individual territory arrangement provides an excellent opportunity to develop routes. Publishers going over the same territory four times in six months will be able to locate and get acquainted with the real interest in the territory, and, working the same place every week, they can call back on these people with the magazines regularly. Before the *Watchtower* Campaign is over many of these will be ready to give a year's subscription for the magazine.

Magazine Bags

The obtaining of cloth to make bags has been almost impossible.

Inquiry has been made on the part of companies as to permission to make their own, so that publishers may have them. This is permissible, but they should be made neatly.

INFORMANT

MARCH, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Watchtower" Campaign Now in Full Swing

Careful Study Should Be Made of Instructions

Check Your Progress

Have You Done Your Share Toward the Quota?

We are now in the midst of the great *Watchtower* Campaign of 1942. There is every reason to believe that this will be the greatest of all *Watchtower* Campaigns, but, of course, that depends upon the efforts contributed by each individual Theocratic publisher. That this is not the first *Watchtower* Campaign is no cause for any publisher to think it is unimportant, but the very fact that the Lord has arranged a *Watchtower* Campaign every year for the past four years emphasizes it, and, further, that Jehovah has kept the way open for *The Watchtower* to get into many countries where it is impossible to ship any quantities of books and booklets is conclusive evidence that this campaign is very important, and should be carefully participated in by every servant of the Most High God, and that *The Watchtower* contains the necessary message that He wants His people to have.

QUOTAS

As an individual publisher, what have you accomplished during the first month of this *Watchtower* Campaign? During February did you, as a company publisher, place one subscription, seven books and eighty booklets? Or, as a pioneer, did you obtain four subscriptions and place forty books and four hundred booklets? Right now is the time to check this carefully. If you find that you have fallen behind this quota, there is still time to make it up during the remaining two months of March and April. There does not seem to be any good reason why each publisher can't make his personal quota, whether as a company publisher or a pioneer publisher. If you didn't place your quota, don't be discouraged, but put forth a little more effort, and you will undoubtedly have the Lord's blessing.

Many of the company publishers fail to keep a record or close check on their individual activities; but during a campaign of such importance as a *Watchtower* Campaign every publisher should do this. It is the only way you will know whether you have reached your quota or not. Those brethren who have not done it can check with the company secretary and obtain the information. Then during March and April keep up a record of your report and compare it alongside the quota, and don't lag behind. If you see you are not keeping up, step up your activities until you catch up. Watch the books and booklets closely.

Portions of the service meetings should be regularly devoted to the progress of the company as a whole. Do your best to keep pace with the quota. If every publisher and every company faithfully compare activity or results alongside of quotas, and then work accordingly, we are certain to surpass our three-month quota of 100,000 subscriptions, 1,000,000 books, and 12,000,000 booklets.

At the time of going to press we have already received 13,840 new subscriptions obtained during the first few days of the campaign. The mail at the office is very heavy, and we rejoice in the large number of subscriptions sent in.

HAVE YOU DONE IT?

Have you visited with the special offer all of the people whose names are in your back-call file? Are your *Children* study groups 100 percent subscribers? Have you explained the offer to your local merchants—the grocer, the butcher, the laundryman, the tailor, the milkman, the cobbler, the baker, the service station attendants? Did you forget your doctor, your dentist, the postman, or someone else to whom you speak frequently? Does every publisher in your family subscribe? (There is a good reason why each should.) While most of the subscriptions will undoubtedly be obtained in the door-to-door and back-call work, before this campaign has come to a conclusion make sure you have offered *The Watchtower* to all of these persons and whomsoever else you might have occasion to meet in your daily routine. Make it a point to carry a copy of *The Watchtower* and some subscription blanks with you wherever you go, and be prepared to tell everyone. Don't forget *Consolation*.

Every person subscribing for *The Watchtower* is a good prospect for starting a *Children* study. When you visit these new subscribers encourage them to read by bringing out some point you have just read in the latest issue. Try to have them accompany you to the *Watchtower* study at your local Kingdom Hall. Although this is the *Watchtower* Campaign, keep constantly in mind the organizing of *Children* studies as of first importance, and push this work with all diligence and never miss an opportunity to start a study.

The final gathering is on. People of good-will must become educated along Theocratic lines NOW. *The Watchtower* and the book *Children* are instruments the Lord has given us to so use. Just how long the Lord will permit the "strange work" to go on we do not know, but it seems that it will not be for very long. Nevertheless, we do know that *right now* it is the Lord's will that we take the message in *The Watchtower* to the people of good-will, and that we endeavor to do.

It appears that now the Lord is educating His servants and the people of good-will who will make up the "great multitude", feeding them and preparing them for the strenuous times just ahead. Only those who have full faith in Jehovah and have come to know Him and His purposes will be able to survive Armageddon. While we still receive *The Watchtower*, by the Lord's grace, let us carefully study it and take it to the "other sheep", that they may be made strong and be able to bear their own burden before the Lord, regardless of the darts of the enemy. Whether this be the last *Watchtower* Campaign is not known to us now, but, by the Lord's grace, let us share to the full in our wonderful privileges while the way is open. Remember that your fearlessness and faithfulness in the performance of duty is to the enemies of the Lord an evidence of their certain destruction, but to you a sure token of your salvation.

Marching Forward

Excellent Witness Given

Special Publishers Conducting 2,604 Studies

During the month of January the special publishers were greatly blessed of Jehovah, 990 of them participating in the field work and reporting to this office, averaging 174.3 hours each. These brethren conducted 2,604 *Children* studies, with an attendance of more than 8,700 people. They made 63,777 back-calls, or an average of 64.4 back-calls for each publisher during the month. This is a splendid report and indicates that the Lord's willing volunteers are lending themselves wholeheartedly and with everything they have to the Theocratic service and that the Lord's rich blessing is upon their efforts.

This is brought out in greater contrast when the activity of this little band is compared with the activity of the general pioneer publishers who are also expected to devote their entire time to the service.

	Special Publishers	General Pioneer
Publishers	990	4,161
Hours	172,574	482,839
Average hours	174.3	103.0
Back-calls	126,591	209,101
Average back-calls	64.4	30.4
Average books per publisher	37	17
" books per hour	.21	.15
" booklets per pub'r	100	55
" booklets per hour	.57	.47

This clearly indicates what can be done if the effort is put forth. General pioneer publishers who agree to meet a requirement of 150 hours a month and who average only 103 hours a month, which is a bare two-thirds of their agreement, cannot be said to be lending themselves wholeheartedly to the Kingdom requirements, and as a consequence their efforts are not being blessed with the results that the special publishers are obtaining. There is much food for serious thought in this, when each is to bear his own burden and stand blameless before the Lord in this day.

INCREASING SPECIAL PUBLISHER RANKS

The Society is arranging to put on 400 or 500 more special publishers in order to push the Kingdom activity with energy and zeal while we have an opportunity. A careful check has been made of the general pioneer records for qualified brethren to serve as special publishers. Only those brethren are chosen who have been on the pioneer list for some time and whose field activity of hours, back-calls and general use of sound equipment shows them to be qualified for this type of work.

General Activity

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	60,094	Sept. '41	5,057	Dec. '41
Av. Hrs.	20.3	June '40	125.9	Oct. '39
Av. B-C	4.6	Oct. '40	29.9	Dec. '41

	Jan. 1942			Jan. 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	55,571	13.8	3.8	13.6	3.3
Pio.	5,151	127.2	36.9	103.4	22.1

The field activity for all branches of the service for the month of January this year shows an increase of 10,578 publishers in the field service and almost 400,000 more hours devoted to the work. There were 16,500 more back-calls made. All of this is a source of comfort and joy to those who love the Lord; for it indicates that the Kingdom interests committed to our care are being used to bring glory and praise to the Lord.

Consignment to Companies of New Booklet "Hope"

Pioneers Should Order

The new 64-page, self-covered booklet *Hope* is being consigned to each company in the country whose account is in good condition. The importance of the message contained in this booklet makes it imperative that it receive a wide and intense distribution as soon as possible. We hope to have this booklet in the hands of all the companies before "Children of The King" Testimony Period begins, April 1. The campaign with the booklet begins on that date.

Because of the fact that companies are receiving consignments, it will not be necessary for them to order. Pioneers, however, are not getting a consignment, and they should send in their orders immediately. These orders, as far as possible, should be combined with company and other pioneer orders to make up hundred-pound shipments. However, if a pioneer is isolated and cannot arrange for a hundred-pound shipment, his order for this booklet should not be held up, but should be sent in immediately.

Helping the Office with Your Correspondence

Please Read Carefully

The Society has furnished several forms for company servants and pioneers to use, and we would appreciate very much if you would use the forms just as they are instead of making alterations.

REMITTANCE FORM: This form, SC-52, should be sent in with all remittances that are not sent in with orders. No changes or additions should be made on the printed form SC-52. Please do not use the remittance form as an order blank. When a remittance accompanies an order, you should combine the total for cash items and the amount to be applied on the company account as "Company stock account" on the remittance form SC-52. All items ordered, whether you send in cash or wish the items to be charged to your account, should be listed on a regular order blank S-5.

Magazine distributor account remittances should be divided according to the number of copies of each magazine you are paying for. Do not show in a lump sum the remittance for magazines. Separate *Watchtower* and *Consolation* monies.

The total of the amounts shown on the form should equal the total of the remittance you enclose.

You will aid the correspondence clerks to give better attention to your mail if you do not mix remittances with correspondence pertaining to service activities or other matters.

Use the regular remittance form for remittances. Use order blanks for orders. Write other matters on separate sheets of paper, giving each paper a heading, such as Service, Pioneer Desk, Legal Desk. This will insure prompt distribution of the various subjects to be treated and each will go to the proper desk for handling. If many items are included in one continuous letter they will be handled one at a time and be passed on from desk to desk, which often takes much time.

We appreciate your letters, but if you will make them brief and to the point it will save considerable reading. If everything in the envelope pertains exclusively to legal matters, or service, or reports, or territory, we suggest that such designation be written on the envelope, and it will go to the proper desk immediately. All other correspondence goes to one desk for sorting and handling.

Many companies and pioneers have been negligent in handling subscriptions according to the instructions in the January *Informant*. These instructions should be studied and the Subscription Record Sheet (S-10) provided by the Society be used for entering subscriptions. It will save time. The ones responsible for sending in subscriptions to the Brooklyn office should check these instructions carefully. Be sure your return address is on each letter written.

Organizing New Companies

Many brethren, particularly special publishers and general pioneer publishers, are organizing new companies, and when the time comes to start the company they simply write the Society that they are starting a new company and give the names of some individuals who might serve. This information is not sufficient for our records. When you are ready to organize a company, please write the Society for a company organization application form. This will be forwarded and when properly filled out will supply the required information for our files. Therefore, kindly follow this procedure in the future when organizing new companies.

"Children of The King" Testimony Period

Hope Is Feature Added to April Work

The "CHILDREN OF THE KING" Testimony Period, during the month of April, is the final month of the *Watchtower* Campaign and Jehovah has graciously provided us with another instrument to add impetus to this closing month of the campaign and to bring additional hope and comfort to all people of good-will who have taken their stand on the side of THE THEOCRACY. This is contained in the new, attractive 64-page booklet entitled *Hope*. We could not do justice to the contents of this booklet by trying to tell you about it here, but we do urge everyone to read it carefully as soon as your supplies are received. Not only will it give you a great thrill, but it will also give you an added incentive to place it in the hands of every person in your community as soon as possible.

The offer during April will be a year's subscription for *The Watchtower* on a dollar contribution, with the book *Children* and the booklet *Hope* as a premium. Where the year's subscription cannot be obtained, drop from that to the book *Children* and booklet *Hope* on a 25c contribution; and where the people are too poor to take either of the foregoing combinations, offer *Hope* on any contribution they are able to present, and you may leave it free if the person is interested and agrees to read it but is too poor to contribute.

Flashes from the Special Publishers

Try It in Your Territory

"Continued joys in Theocratic service prompt me to send in this note with my January report. The Lord's 'other sheep' are showing up in ever-increasing numbers and need feeding badly. While there have been no Kingdom publishers living in . . . , it appears that next month's report will show its increase. Two of these 'other sheep' have asked for a share in the field work as our companions, and we rejoice with them. Many others are showing signs of arousing themselves to the significance of the hour. On one street with just fourteen houses, just fourteen *Children* books were placed. To save our time, five families have met in one home for *Children* study, three families in another home, and so forth. This enables us to cover much ground. We are more than a week behind in the playing of series because of the unusual number taking the new book. There are 188 homes on the waiting list right now, with three publishers to care for it. We are confident that the new interest will bring forth the help we need. We have had a room offered us in one section if we pay $1 each time we use it, to cover heat and light. We use this, and average attendance at our meetings recently held was 23.

"As to be expected, the Devil's beskirted agents are busy. The old lady has become so alarmed at the turning of the Portuguese here to the truth that two so-called 'Sisters' have been sent in here with an automobile in an endeavor to start Catechism studies to counteract the Kingdom efforts. They gather all the children possible together after school in various homes and try to stir up hatred and violence against the servants of the Lord. They charge us with aiding Hitler, etc. The people are greatly puzzled and are like the Israelites standing before the two altars in Elijah's day. What a day to live in! Praise Jehovah! His day draws on apace in final vindication."

Another writes: "Due to a Government ordnance plant here running twenty-four hours in three shifts, which employs the vast majority of the people, women included, we find a large number of people not home when we work the territory. Repeated calls during the day fail to reach many of these, so we start out in the evening, about one hour before our meeting, and call on those that were not home during the day. This has been very successful. We can tell when they are home by their lights' being on, and in every case they have come to the door, even those who would not answer during the day when they were at home. They are always courteous and usually invite us in. The placements in the evening in comparison to the number of calls are better than those during the day, as the people see that we have made a special effort to reach them."

WARNING

The effort of the demons is to scatter the Lord's sheep and to wean and lure them away from the Lord's Theocratic organization and thereby cause them to fail of performance in the Lord's "strange work". "He that gathereth not with me scatter-eth," and the Lord is using His organization in the gathering work. Instances are now reported that since the death of Brother Rutherford agents of the "evil servant" class, which regarded Brother Rutherford as a barrier and as an object of personal offense, are now calling at the homes of the Theocratic publishers and making inquiries as to the locations of meetings being conducted in the homes. The intent is plainly a demonic effort to infiltrate into the ranks of the newly interested and busily-occupied "sheep" and then to try to cause doubts, misgivings, suspicions, divisions, controversies, and other schemes of the chief of demons to break up the unity and to distract their attention from the Lord's table and from the work which it is the life-or-death obligation of God's covenant people to perform. The faithful will safeguard the Kingdom interests and will resist these efforts of the demons by refusing to give out any information to the crafty agents of the "evil servant" or other religionists.

The Field Is Large

Pioneers Needed

While the greatest number of pioneers ever enrolled are now proclaiming the Kingdom message as general and special publishers, there is still plenty of territory. The way the work is being carried on today, of concentrating their efforts in a given district or small town, there is much work to do and it takes much time, with each publisher covering less territory. The special publishers, according to their reports in this *Informant*, show what wonderful results can be accomplished by concentrating efforts at one spot. The field is large. There are millions of people yet to be visited and helped in getting a knowledge of the Kingdom. What privilege could be greater? If you wish to spend 150 hours in the field service and devote all your time to the affairs of THE THEOCRACY, write the office for an application blank and details regarding the pioneer work.

"Aiding Refugees"

Name of Campaign for May Is Descriptive of Work

Will you aid those of every nation, kindred, people, and tongue?

During the entire month of May the Society is putting on a special campaign to aid all people of good-will. Hundreds of thousands of copies of books and booklets have been printed in various languages in years past, not only for this country but for foreign countries. Because of conditions as they now exist in the earth, shipping has ceased to many foreign countries and this literature containing the Kingdom message is on hand. It is fitting at this time that the Kingdom publishers place it in the hands of the people.

Jehovah, through his Word, says that the people will come from every nation, kindred, and tongue, and he has seen to it that the literature is placed in various languages. It is our great privilege and honor to have a share in this distribution. In the United States, at Brooklyn and the depots, there are approximately 3,300,000 books and booklets on hand, in 25 languages, which we should like to distribute free to those persons who will read them. The details of this campaign have been set out in a special order blank entitled "Aiding Refugees", sent to your company servant, which he should explain to you at the next service meeting. You can then prepare for the May campaign, as far as ascertaining where the people speaking the various languages live. The company servant should in turn see to it that sufficient literature is on hand prior to May 1, so that when you begin calling on these people you will have the literature to give them. It is hoped that by the end of May more than three million pieces of literature will thus be distributed.

Any persons obtaining this literature, whether you give them two, three, or four copies of various books in their language, can contribute what they desire to advance the work, and these contributions can be turned in to the company servant for later turning in to the Society; but if persons are too poor to contribute and are anxious to learn, let them have some literature free.

In working the foreign-language territory week by week you might make quite a number of back-calls. On the first call leave one or two booklets, and call back there, and if they have read them, leave them a book. It might be that you can interest the parents in the foreign literature and the children in the English publications.

Back-calls should be made on these persons. The Society has phonograph records available in many of the languages, and these should be used. Where publishers can speak the language, book studies therein should be arranged. The Lord says, "Cast thy bread upon the waters: for thou shalt find it after many days." (Eccl. 11:1) No doubt many of these people will thus learn the truth and become publishers.

Kingdom News No. 10

LIFE is what everyone wants. Only those who are righteous and obedient to the Lord's commandments will receive everlasting life. *Kingdom News* No. 10, now off the the press, brings this point forcibly to the people. You will want them to get a copy. Distribute them freely throughout your territory. The regular contribution of 50 cents a thousand is asked of companies. Pioneers may have them free.

INFORMANT

APRIL, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

Children of The King! Serve Jehovah!!

April Offers Splendid Opportunity for All

New Peak in Publishers Expected

Evening Work Will Increase Hours

Hope Booklet Released

"Children of The King" has to the Lord's people deep significance and, while applying to adults as well as youngsters, when these words are mentioned it always recalls to mind that wonderful assembly of God's people at St. Louis, and the release of the *Children* book before a visible audience of 15,000 children between the ages of 5 and 18. On August 10, 1941, 15,000 children shouted in unison that they would go forth with the new instrument provided by the Lord. Many of these children have kept that covenant with the Lord by spending much time in the field service.

Children serving The King are again offered a splendid opportunity during the "CHILDREN OF THE KING" Testimony Period, in April, and the faithful parents will aid their children to see their wonderful privilege of magnifying the name of the Lord and engaging in the service work during this month, and at all times. All publishers of the Kingdom should put forth real effort to engage in the service in April.

Evening Work

The April Testimony Period brings with it more daylight hours. With several of these daylight hours after supper the publishers can spend many evenings with their children in making back-calls, going from door to door, working in the rural sections, and covering small villages. Publishers can distribute *Hope* in their individual territories between back-calls in the evenings. *Children* study groups can spend a half hour or so in near-by territory with the new booklet before the meeting. Children and new publishers will enjoy this. Interest found can be noted, and calls made later with *The Watchtower* and the book *Children*.

Going over Your Territory

Many of the publishers who have constantly followed the directions of the Society in getting an individual territory and covering it thoroughly once, twice, three times, will now want to go over it the fourth time with *Hope*, as a new instrument in their hands. All of the children of The King will want to present *Hope*, having in mind, too, offering *The Watchtower* and the book *Children* as well. Cover your entire territory again, trying to get new subscribers, and while you are doing this see that *Hope* is placed in every home.

Arrange for more *Children* book studies, back-calls and model studies. Increase the attendance at the *Children* book studies you have already organized. The release of the new question booklet on *Children* is announced in this *Informant*. This will be an added stimulus for those who are now attending your *Children* book studies to prepare their lessons and to come regularly to the meetings. With this new instrument even children and the most inexperienced publishers will have no difficulty in conducting *Children* studies.

At your back-calls where individuals have not yet made the effort to come to your *Children* book studies in your territory, why not read to them, out of your question booklet on *Children*, half a dozen questions that will be answered at the next study of *Children?* Do not give them the answer, but let them come and hear. Arouse their interest. Those who love righteousness hope for better conditions. They must take a stand for the Lord and put forth an effort. The *Children* book study is their first step forward under greater activity and toward their privilege of praising the name of the Lord.

New Peak of Publishers

Again upward of 60,000 publishers were in the field in February. But our peak for 1942 was set at 80,000 publishers. We have quite a way to go. By the beginning of April the new work of organizing *Children* studies and the new work of the special publisher (pioneer) will have been in operation for four months. Good results should be seen in April, during the "CHILDREN OF THE KING" Testimony Period. There seems to be every reason why a new peak of publishers should be reached in April. Undoubtedly thousands will have come to the Memorial of the Lord's death and will have been invited to engage in the field service. All those who have ever been in the field before will want to get out in April. The 15,000 children, and many more who have recently learned of the truth, will want to do their share. The weather is in our favor. The instruments are in our hands, and the time is here to proclaim the message. Let us one and all share in this great work of proclaiming the King and his Kingdom and rejoice that we are children of The King.

Society Publishing "'Children' Study Questions" Booklet

Aid to *Children* Study Conductors

Knowing the need for a question booklet on the *Children* publication, the Society has prepared a series of questions on the entire book and has now printed it in a 64-page booklet entitled "*Children* Study Questions". This booklet is now ready, and should be used by all publishers conducting *Children* book studies in their territory.

The introduction to this booklet, entitled "Profitable Study", should be read at the first meeting of all *Children* studies, so that those attending may be acquainted as to how the study will be conducted. The primary point to have in mind is that the study should be an hour in length; and while the introduction says an effort should be made to study ten pages, this is the approximate portion to be covered.

In order to properly study the book *Children* all scriptures cited but not quoted in the paragraphs studied should be looked up, and read at the proper time. In the question booklet on *Children*, at the end of each question there are scriptures cited, one or more, which also are to be looked up and read. The study will show the people that Jehovah's witnesses are students of the Bible and their aim is that the mind of the person should always be directed to the Bible for the proper answer.

The suggestion is offered that, before the meeting opens, the study conductor write on small slips of paper the various scriptures to be looked up, and give them to different individuals at the meeting; and when the time comes to read these scriptures they will have been looked up and marked with the slip of paper at the right place, ready for reading; thus saving time and giving everybody in the study something to do in addition to answering the questions. If the brethren hold to the routine set out in the introduction of this booklet it will be helpful not only to the conductor but to those attending.

The booklet is offered at five cents a copy, and it would be well to place this question booklet with as many attendants at the studies as want it, so that they can prepare their lessons in advance. This booklet will save much time on the part of the brethren because of their thus not having to prepare questions, and especially the time of the special publishers (pioneers) who are conducting numerous studies each week. Knowing "the heart of the righteous studieth to answer" (Prov. 15:28), this booklet is published. It will also be a great aid to the servants of THE THEOCRACY in their field activity, all to the honor and glory of JEHOVAH'S name.

Phonographs

The Society is shipping regularly the vertical-type phonographs that have been completed, to those persons having their orders with the Society. We cannot accept any new orders. If brethren desire to get phonographs locally and cancel their orders for a vertical-type, we will cancel your order, and will ship to you such literature as you request for the money you have paid for the phonograph or will return to you your deposit. Even though orders are canceled, no new orders will be accepted.

There is no objection to brethren getting good phonographs from any local store if they can still be obtained, and using them in the field service. We also urge that wherever possible brethren make their own repairs and try to get the parts locally. Many standard parts we are no longer able to get, such as needle cups, lid braces, hinges, various types of screws, and you can just as well get these locally from some hardware company as to order from the Society. Many things we were able to obtain in New York we can no longer get, but by searching around you may be able to get some supplies in other cities; but these are dwindling rapidly. Your co-operation will be greatly appreciated.

To those who have ordered vertical-type phonographs, we say it may be many months before we fill your order. Please do not write the Society for the shipping date, but be assured that they will be shipped as soon as completed, and according to date your order was received.

Claims for Damages

When brethren receive literature or records in a damaged condition, please have the postmaster or the freight agent note the damage in writing. Do not give or show to the postmaster or railroad agent any invoices, but state that the claim for damage will be made by the WATCHTOWER at Brooklyn. Then mail to the Society a letter describing the damage, enclosing an acknowledgment of damage by the carrier employed, as well as your original invoice. We will start the claim here and make collection.

The Society always replaces records and books immediately on such claims, and will not make additional charge, but we must have the proper papers to make claim. The Society prefers to make all the claims rather than having the local brethren make them.

"Aiding Refugees" Campaign

Month of May Devoted to Foreign-speaking People

The Society has on hand and is now shipping according to order thousands upon thousands of pieces of literature containing the Kingdom message printed in foreign tongues. During the month of May all of the time will be devoted to aiding 'refugees'. The foreign-language literature that the company servants and the pioneers have ordered for their territory will be placed with those persons speaking foreign tongues. They will be offered not only one or two or three pieces of literature, but as much as they will read. The publishers will tell them they may make a contribution towards the work, but if they cannot do this the literature will be left with them just the same if they will read it.

Do not be stingy with the literature in foreign languages, but give them the opportunity to study. Try to make back-calls later and see how they are getting on. Where one or more persons in the family speak English, leave the *Hope* booklet in the combination.

Still a Good Supply

We still have on hand a good supply of books and booklets in French, German, Greek, Japanese, Lithuanian, Polish, Slovak, and Ukrainian; and a supply of booklets only in Bulgarian, Hungarian, and Russian; and if companies and pioneers can use more of these they should send in their order and we will see what we can do in filling the order with additional supplies for distribution during the "Aiding Refugees" campaign. Use your regular order blanks and mark on them "FREE LITERATURE", behind the quantity and language of the books and booklets you request.

All companies and pioneers should by now have thoroughly surveyed their territory and know what nationalities live in various districts, and should be prepared to deliver to them such literature as they are furnished. Every publisher of the Kingdom should do what he can to aid these people.

If perchance there are no foreign-speaking people in your territory, then you should continue with the *Watchtower* Campaign special offer for the month of May. Have in mind, however, that aiding the "refugees" is the important thing and that they need to be hunted out and told of the Kingdom just as much as others.

The testimony booklet containing the testimony in many languages may prove profitable during this month. Recordings in foreign languages will also aid. In your work show kindness towards these people and give them every possible assistance to seek the right course to follow. Make May an unusual month in caring for the Kingdom interests.

Full-Time Work Open to All Servants

Are You Meeting Jehovah's Requirements?

The special publisher activity continues to show the same splendid results mentioned in the March *Informant*. During the month of February the special publishers averaged 170 hours despite the intense winter weather and the very violent opposition they encountered in some sections of the country. Their average number of back-calls for the first three months follows: December, 47; January, 63½; February, 64½. This shows a real effort on the part of these brethren to advance the Kingdom interests, and as a result the Lord has blessed their efforts.

During February they conducted weekly 4,883 *Children* studies, averaging 5 studies per publisher. The weekly attendance was 11,566. The number of requests for company organizations coming from the special publishers is increasing daily, and, undoubtedly, by the time the first six months are completed we shall have a good group of new active companies completely organized. This is clear evidence of the Lord's blessing upon the special publisher activity. This is also a clear indication from the Lord regarding what features of the work should be pushed vigorously now. Consequently Brother Knorr has authorized the following announcement in the *Informant:*

Any general pioneer publisher who has been on the list since January 1, 1942, and who feels that he or she can meet the special publisher requirements of 175 hours and 50 back-calls a month, using the phonograph consistently and organizing *Children* studies, and is willing to accept an assignment of territory anywhere the Society may desire to use him or her, may make application, to the Society's office at 117 Adams St., Brooklyn, N.Y., for special publisher pioneer service. It is understood, however, that brethren who do not meet the above requirements will not be eligible for the allowance provided for special publishers even though they may be on the list of special publishers. The selection of special publishers is entirely at the Society's discretion. It is hoped we can greatly increase appointments to this special mission.

More Pioneers Required

It is now clearly to be seen that THE THEOCRACY offers the only secure haven for people of good-will. This haven is open to all who have 'fled to the mountains' and there maintained their integrity before the Lord. All such must be blameless in the day of the Lord. Any who could be expending all their time in the Lord's service should be doing so. This is called to each one's attention now that they may carefully and prayerfully consider the matter and see if some arrangements can be made whereby they may devote their entire time in the pioneer service. It is not necessary to have an automobile and trailer before you can be a pioneer. Many pioneers are now working in cities and small towns on foot and enjoying a rich blessing. Ask yourself, Am I wholly for THE THEOCRACY? If so, why am I not in the full-time service now? Consider your obligations to the Lord by virtue of your covenant of consecration; then consider all other obligations that you may have. Put them side by side and then prayerfully consider the matter before the Lord. Bare your heart before Him, and there, before the Lord, make your decision. This decision is entirely between yourself and the Lord. **This is a burden no one else can carry for you; consequently you must bear it yourself. Therefore all should seriously consider their responsibility before the Lord, and face the facts.**

If you decide to enter the pioneer service make your application immediately to this office for the necessary forms and other information. There is a large number of brethren required for special publisher service. Undoubtedly many enrolling now as general pioneer publishers will in six months from now be qualified and invited to engage in that branch of the service.

Company Publishers Should Put In More Time

When Will the Increase Come?

All company publishers should take note of the steady increase in the results of the pioneer work. During February 1941 the pioneers averaged 99.1 hours and 21.7 back-calls. One year later, February 1942, they averaged 122.5 hours and 36.9 back-calls. This is a wonderful increase and shows that an effort was put forth on their part, and the Lord's blessing for their faithful devotion to Him.

Now compare the results of the general company publishers for the same months. During February 1941 the company publishers averaged 12.9 hours and 3.2 back-calls. One year later, February 1942, they averaged 12.6 hours and 3.6 back-calls per publisher. The plain facts are before us that the pioneers have progressed while the general company publishers, on the average, have stayed in the same "rut" and have not increased the Kingdom interests committed to them.

Let each company publisher examine himself before the Lord and determine to put forth greater effort henceforth to bear the burden committed to him. *Remember the 60-hour quota.*

For April the weather is very promising, the offer of the *Children* book and the *Hope* booklet is a splendid combination, the field is large, and the opportunity is great. Everyone, parents and children alike, should arrange to get out in the field during the April Testimony Period, "Children of The King."

"Willing Volunteers" Testimony Period

June Has Special Offer to the People

Many companies are well supplied with a very large stock of booklets. It is good, while we have opportunity, to get these into the hands of the people through a special offer during the month of June. The willing volunteers of THE THEOCRACY should all engage in this campaign and offer to the people the book *Children* and seven booklets, on a contribution of 35c.

If persons already have the book *Children*, then offer to them their choice of seven booklets on a contribution of 10c. In making up these combinations of seven booklets to be offered on a ten-cent contribution, four should be self-covered and three be colored-cover booklets, either in the English or in foreign languages. The colored-cover booklets will be offered to the company publishers at 1½c each during this month only; and the Society will credit the company book accounts 2c for each colored-cover booklet so placed, if request be made on the June Report card.

Special wrappers will be provided by the Society for the seven booklets. Evening work will be stressed in addition to intensive back-call service. All companies and pioneers should prepare for this campaign by ordering self-covered and colored-cover booklets the Society has on hand or use your own stock.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	60,094	Sept. '41	5,151	Jan. '42
Av. Hrs.	20.3	June '40	127.2	Jan. '42
Av. B C	4.6	Oct. '40	36.9	Jan. '42

QUESTION! When are the company publishers going to change their all-time peaks? The pioneers changed them all in 1942. Can the company publishers do it in April?

	Feb. 1942			Feb. 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	55,071	12.6	3.6	12.9	3.2
Pio.	5,136	122.5	36.9	99.1	21.7

Everyone, Please Take Note

Brethren should not order celluloid envelopes for testimony cards at the present time. We are unable to supply them. The orders we have on hand we will endeavor to fill whenever we can. If we are unable to do so, a credit memo will be issued to adjust your account. This will apply also to any other material that is permanently out of stock.

Cash items are those items that cannot be charged to any account. A remittance to cover must accompany all such orders. Cash items are as follows: Bibles, Bible dictionaries and concordances, yearbooks, calendars, model study booklets, question booklets, Jehovah's Servants Defended, Advice for Kingdom Publishers, catalogues, testimony booklets, bookmarks, folders, Kingdom News, service forms for company use, phonograph and transcription needles, phonograph parts, musical records and foreign language records.

At least a 25-percent down payment must accompany all orders for English phonograph records. The campaign literature of the Society, both books and booklets, may be charged to the company's or pioneer's account when the account is in good condition. These are not considered cash items. Pioneers should not order company service forms except when a pioneer is acting as company servant. Where company forms are required they should be obtained from the local company organization.

New Subscriptions

When going to press with the *Informant* we have already received at the Brooklyn office 54,672 new subscriptions for *The Watchtower* and *Consolation* magazines during the *Watchtower* Campaign. According to these figures this campaign will prove to be the best we have ever had.

The mail is the heaviest ever coming in to the Brooklyn office, and, while we have an extra force working on mail, and furthermore, some working at night, we are still approximately ten days behind in handling the mail. The brethren can help considerably if they will check carefully all subscriptions sent in to us, relieving correspondence clerks of the trouble of correcting errors, which they must do when found. When you obtain a subscription, say that in three or four weeks their first copy will be mailed to them by the Society. May the Lord's blessing be with you as you push ahead in this the greatest of all *Watchtower* campaigns. Children of The King, serve Jehovah and live!

Pioneers, Please Note

Pioneers are given *Kingdom News* free only when ordered with a substantial order of other campaign literature. Orders for *Kingdom News* not included with a substantial order for literature will be canceled unless the pioneers desire to pay for them at the regular rate of 50c a thousand. When we have the older issues of *Kingdom News* in stock, these will be sent to pioneers before we mail out the later issues.

INFORMANT

MAY, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Aiding Refugees" Campaign Begins!

Distribute All Foreign-Language Literature

Order More if Needed

Nothing like the "Aiding Refugees" campaign has ever before been arranged. Free distribution of millions of pieces of literature is phenomenal. Never before have we had the privilege to participate in such a campaign; but now we have. Undoubtedly we shall cover a wider field than ever before, because of the great many language groups we are bound to serve. These people have connections around the world. No one can tell what the ultimate result of this campaign will be, but, being the Lord's arrangement, it shall prosper. Everyone should therefore take advantage of this privilege with enthusiasm and aid the "refugees" during May.

There must be people of good-will among all of these groups. Now as never before they realize their need for THE THEOCRACY. Conditions in the earth are breaking down their self-confidence and reliance upon human organizations; consequently they are in a more receptive mood and in a better condition to listen to the Kingdom provisions than at any time in the past. We should "sow beside all waters" and "comfort all that mourn". This can be accomplished only by aiding them to obtain a knowledge of the Lord's purposes.

Order More

We still have a good supply of French, German, Greek, Japanese, Lithuanian, Polish, Slovak, and Ukrainian literature on hand. Don't be afraid to order as much more of these as you can use in your territory. This literature must go out. The campaign will even be extended into the month of June in those sections where it is impossible for the publishers to reach all the foreign-speaking people during May. We must get this information to the people. Don't keep it on your shelves after June 1. Order blanks should be marked "FREE LITERATURE".

Brethren in New England should concentrate particularly on the French; for that is where most of these people reside.

Brethren in New Jersey, New York, Pennsylvania, Illinois, and Wisconsin have the majority of the Germans, and should be prepared to serve them.

Brethren in Massachusetts, New York, Pennsylvania, and Illinois have a large Greek population to serve. Those in California, Washington, and Oregon have the Japanese population.

The Lithuanians are mostly in Illinois, New York, and Massachusetts. Brethren there should seek them out and serve them.

The Polish people are mostly in Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Illinois, Michigan, and Wisconsin.

Of course, orders for any additional foreign-language literature are not restricted to the above states; any companies or pioneers who can distribute more of the above languages should order. This foreign-language stock is shipped free, for quick distribution, and the publishers may accept whatever contributions are offered. The company publishers should turn these in to the company servant for remitting to the Society. Pioneers may retain all contributions received for free literature and use such to help meet their expenses.

See that all foreign-speaking people in your territory are properly served. Take the names of those with whom you leave literature, and arrange to call back upon them with the records in their respective languages. Arrange for book studies if possible. Be patient and kind to the people of good-will and help them learn the truth.

Society's Phonograph Records May Soon Go Out of Production

Order What You Need

Several manufacturers of phonograph records have refused to make any more records for us, saying that they cannot get the material. Reports have also been sent out from Washington to the effect that phonograph-record production is being reduced 30 percent. The Society has stocked a good supply of records over a period of months, foreseeing that something like this might occur. Just two weeks ago our present manufacturer refused to accept any further orders. It appears, therefore, that records will be very difficult to obtain. We admonish the brethren to be very careful with the records they have, so as to make them last as long as possible, and also to order such supplies as you may need within the next few months. We will ship what we have. After the present supply of records is gone, then the best we can do is to use those records that we have on hand in our witness work.

We hope to produce within the next three months all the phonographs for which we have parts. Phonograph production is also being placed on the prohibited list of non-essentials during the war period. Take good care of the equipment you have and use it to the glory of the Lord.

Pioneer Mail

All pioneer publishers, whether special or general, should send in ALL subscriptions, orders, and other mail addressed to "PIONEER DESK". The pink envelopes furnished by the Society are preferred. If this is done, much unnecessary work will be eliminated in the office and the result will be more efficient handling throughout.

General pioneer publishers who are also company servants should send in company subscriptions, orders, and other mail, in the usual manner. However, if the envelope contains matters pertaining only to pioneer publishers, we request that it be addressed to "PIONEER DESK".

More "Children" Studies Necessary

Make Special Report

The education of the people in the truth of God's Word is the purpose for which the WATCH TOWER BIBLE & TRACT SOCIETY, INC., was organized and exists. This is why Jehovah's servants are on the earth. Our big work is to aid the "other sheep".

The actual proof shows that the most effective way to study God's Word and to arrive at the truth is with the help of the books published by the Society. They provide a systematic course of study and assist the people of good-will in clearly seeing and appreciating the key facts on the Bible. The book *Children* is the latest and undoubtedly the most effective in this respect.

Every company should develop more *Children* studies immediately. Where the people have received the book *Children* and have been assisted to understand the Study Course when delivered to them, they are ready for a book study without any further preliminaries and a book study should be started with them right away. Where the people have not kept up with the Study Course or read the book to any great extent, their interest may have to be revived with the recordings "Children of The King", "Comfort All That Mourn," and "Integrity". Put on one or more series as required, but get into a *Children* study as soon as possible. With the new 64-page *"Children" Study Questions* booklet, anyone who can read and write and is fully devoted to the Lord is qualified to conduct a study of *Children* among people of good-will. Those who honestly try to do so, even though they never conducted a study before, can, if they do it in the strength of the Lord; and He will supply their needs.

Each company and each general pioneer publisher will show on their May report the number of different book studies they conducted during the last week in May and the total attendance at these meetings during that week, counting only people of good-will, and not the publishers. The special publisher pioneers will make their usual reports for the month of May. These reports on the number of book studies and attendance should not at any time include the publishers who attend or conduct the meeting.

Report on the *Watchtower* Campaign

There is every evidence that THE THEOCRACY is on the increase and that Jehovah is with his people. Never in the history of the Lord's people has there been any campaign like the current *Watchtower* Campaign. At the time this material is prepared for printing 87,510 new subscriptions have been received and entered, while much mail is yet unopened. Those who participated in the previous campaign will recall that the subscriptions came in very slowly and in order to reach our quota it was necessary to extend the campaign another month, May 1941. May 1942, however, is the time for aiding the "refugees", and that will be the principal work in those sections of the country where people speak foreign languages. The distribution of this foreign literature is important.

Although it is not necessary this year to extend the *Watchtower* Campaign in order to reach our quota, there are some sections of the country where it should be carried on. THE REASONS: Many rural areas have been inaccessible due to bad weather and impassable roads; many of the brethren have no foreign-speaking people in their territories, or so few that they would not have enough to do in foreign-literature distribution; during the campaign many back-calls have not been made which should be made and the special offer be presented.

May should be a busy month. Clean up all back-calls. Place as many more new subscriptions as possible. Get everything in good order for the June campaign. DISTRIBUTE FOREIGN-LANGUAGE LITERATURE!

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sept. '41	5,151 Jan. '42
Av. Hrs.	20.3 June '40	127.2 Jan. '42
Av. B-C	4.6 Oct. '40	36.9 Jan. '42

COMPANY PUBLISHER! Have you done your share toward a new back-call all-time peak? October 1940 was a long time ago. So was June 1940. Change it in May 1942!!

	Pubs.	Mar. 1942 Av. Hrs.	Mar. 1942 Av. B-C	Mar. 1941 Av. Hrs.	Mar. 1941 Av. B-C
Comp'y	55,970	14.6	3.9	14.7	3.0
Pio.	5,163	123.0	33.2	113.3	22.5

"Willing Volunteers," Prepare for June!

5,000,000 Booklets Our Goal

Every Publisher Should Participate

Jehovah, in loving-kindness, is again arranging for another great witness to be given to his name and kingdom during the month of June. The "Willing Volunteers" Testimony Period offers all the servants of Jehovah the opportunity to show themselves willing in this day of Jehovah's power. For the month of June provision is made to place thousands of the book *Children* and millions of booklets in the hands of these people that are starving and in need of something comforting and substantial. This necessary food the Lord has placed in the hands of the companies and pioneers for distribution, and a determined effort should be made during this Testimony Period to see that all people in their respective territories be afforded the opportunity to feed upon the truth.

The offer for the "Willing Volunteers" Testimony Period is the book *Children* and seven booklets, on a contribution of 35c, each combination including the booklet *Hope*. If the party has already obtained *Children*, then any other bound book published by the Society may be substituted. If they do not wish to contribute 35c, then offer them the seven-booklet combination of 4 self-covered and 3 colored-cover booklets on a contribution of 10c.

Use of Wrapper

For the purpose of displaying the booklets, the Society has prepared an attractive wrapper to be used to bind the booklets together in one package. A brief statement of comforting facts appears on the wrapper. This will enable the people to see at a glance what you have. These wrappers are being consigned to the companies, with this *Informant*, on the basis of 8 wrappers for each company publisher; and the general and the special pioneer publishers will receive 90 wrappers each. The wrapper should be used over and over, when possible, as only one consignment will be made. The wrappers can be so pasted as to fit loosely over the combination of booklets, and then when the booklets are presented to the obtainer the wrapper can be slipped off without any difficulty and be used again in the same manner. It is suggested that whenever possible a group of the brethren get together sometime when it won't interfere with the witness work and paste up a supply of these wrappers so the publishers may obtain them ready to use when they get their literature.

After the doorstep setup has been accomplished, present the book *Children* and the combination of booklets, emphasizing to the people the importance of reading and studying the book *Children* in order to learn the truth and teach their children the truth as the Lord has commanded. The record "Value of Knowledge" or any other appropriate record may be used. Drop to the 7-booklet combination when they are unable to take the book.

The month's booklet quota for the company publishers will be 10 combinations of 7 booklets. The general and the special pioneer publishers will set their quota at 100 combinations of 7 booklets each. 5,000,000 booklets should be distributed in the United States in June! Each publisher, whether pioneer or company publisher, should set himself a weekly quota and strive to meet that quota. The weekly activities of the company during this Testimony Period should be reported to the company by the company servant each week at the service meeting, and the weak points of the company as a whole should be brought to the attention of all; and then each individual should adjust his activities accordingly. Organize evening work and start the new publishers with a group. We should have a new peak of publishers during June.

The company servant should, upon receipt of this *Informant*, check over the company stock of books and booklets on hand and ascertain whether or not there is a supply of 7 books and 70 booklets per publisher; that is, 30 colored-cover and 40 self-covered booklets for each publisher. Pioneers likewise should take inventory of their stock and ascertain whether or not they have sufficient literature on hand to meet their quota. If either the company or the pioneers do not have sufficient literature, then as soon as possible order what is needed.

Company Credits

During June the company publishers will obtain the colored-cover booklets from the company with which they are associated, at the rate of 1½c each, these to be placed during the month of June. The company will be credited 2c for each colored-cover booklet so placed, *if such request is noted at the bottom of the June company report card.* If the company wishes credit on account, the company servant should carefully *place the number of* COLORED-COVER BOOKLETS ONLY in the lower left-hand corner of the report card, and the company account will be credited at the rate of 2c for each colored-cover booklet placed. If the company wishes the privilege of bearing this expense themselves, it will not be necessary to make any notation on the bottom of the card. The total of booklets placed should be noted as usual in the regular column provided for that purpose on the company report card. Pioneers will not receive credit on their account for booklets placed.

Back-Calls and Studies

The back-call servant should check over the back-call file and have in order for the June Testimony Period all the names of interested people in the territory, and issue these names to the publishers who hold the respective territories, to be called on during the "Willing Volunteers" Testimony Period. Bear in mind that each interested party is a prospect for a *Children* study and that the back-call work with the book-and-booklet offer to stimulate their interest and to arouse them to their need of having a *Children* book study in their home cannot be overstressed. Every person who is a regular subscriber for *The Watchtower*, and those who were subscribers but have let their subscription expire in the recent past, should be called on with the offer. Remember, the important thing is the organizing of *Children* studies.

During the "Courage" Testimony Period, which took in the month of December, 1940, and the first 12 days of January, 1941, an excellent witness was given to the people of this country with a booklet offer of 7 booklets, on a 10c contribution. During December, 1940, 50,000 publishers placed in the hands of the people well in excess of 5 million booklets. During the 12-day extension of this Testimony Period over into January, 1941, more than 2½ million booklets were placed, thus adding up to a grand total of over 7¾ million booklets for the 43 days of the Testimony Period. This included also the placements of the 3,500 pioneers enrolled at that time. Certainly the Lord blessed that Testimony Period richly, and now, with over 60,000 publishers, to compare with that 50,000, and with over 5,000 pioneers, to compare with the 3,500 at that time, we can confidently look forward to the greatest witness yet given and the greatest placement of literature in a single month, all to the aid and comfort of thousands of 'mourning' "sheep" and to the praise and honor of the Most High God, Jehovah.

Don't Forget Magazines

Aid in Locating 'Other Sheep'

In view of the fact that the magazine activity was not mentioned in the outline of the "new work" which appeared in the November, 1941, *Informant*, many of the brethren have concluded that it is no longer proper to engage in route and street magazine witnessing. This is an entirely erroneous conclusion. Our present commission from the Lord is that of hunting, fishing, and sowing beside all waters. One of the best instruments that the Lord has provided for this work is the *Watchtower* magazine, and many real "sheep" have been found both on the street and in route work. It is true that at present we are to push the placing of the book *Children*, following it up with the Study Course, back-calls, book studies and model studies, and aiding the people generally to see the issue and take their stand on the Lord's side. However, there are times, such as Saturday afternoon and evening, when back-calls and studies in the homes cannot be made effectively, and this time should be seized upon to engage in the magazine activity, both street and route work. It would be well, say on Saturday afternoon, to go over a portion of your individual territory assignment calling only upon those people you have seen show interest and endeavor to show them the necessity of being a regular *Watchtower* subscriber through the mail. In some cases the people will be too poor to subscribe for a year or even six months, and in this case an excellent opportunity is afforded to start a route. Make it a habit to regularly appear in your territory with *The Watchtower* in the manner outlined above, and then, when you have gone over a good portion of your territory, go to some busy street corner and engage in the street magazine work. Then the next week start where you left off in your territory and go over more of it and finish up your activity with an hour or so on the street. This will give you an excellent opportunity to make yourself better known in your territory, and will help to break down the 'barrier' that exists between the people and you. Because of these facts, all of the brethren should take advantage of these times to go out in the magazine work, and any other time, throughout the week, that they do not have back-calls or studies to look after.

Attention, All Pioneers, Company Servants, and Stockkeepers!

Freight rates are increasing. It is imperative that all branches of The Theocracy co-operate more closely in the matter of ordering literature and supplies. You would receive your orders promptly, and we would have less mail to handle and invoice, if more 100-pound shipments could be made.

A 100-pound shipment would average about 145 clothbound books weighing 7/10 of a pound each, or 2¼ cartons of booklets weighing about 8 pounds per 100 booklets. Standard cartons hold 60 books, except *Children*, of which they hold 56; and this size of carton holds 460 colored-cover booklets, 500 self-covered 64-page booklets, or 1,000 32-page self-covered booklets.

Pioneers and companies should not send in more than one or two orders a month, and should make those 100-pound orders if at all possible. Isolated pioneers or those small companies where there are no pioneers should send in only one order a month, regardless of size, except in an emergency. If a pioneer or company persists in sending three or more orders a month and of less than 100 pounds, we shall have to hold the orders and combine them, so that shipping expenses may be kept down. This will mean a delay to you and extra work here, which can be avoided with a little planning and care. A company and pioneers in the same town or territory should send in their individual orders in one envelope, and made out to be shipped to one address, preferably that of the company servant. All pioneers combining their orders should give one shipping address (that of the pioneer to whom the shipment is to be sent), and include them in one envelope. Pioneer orders going to different shipping points should not be put in the same envelope.

We should not receive many orders marked "RUSH". But if an emergency should arise as a result of circumstances beyond your control, then it will be all right to send in a "Rush" order. Do not mark as a "Rush" order every order you send in: do so only when absolutely necessary. Always try to anticipate your needs far enough in advance to send your order to Brooklyn and allow it to be routed in the most economical way. Today shipments are being delayed by "war priorities".

Save Cartons and Rope

In taking care of the cartons for shipping back to the Society, save only the good ones. Remove only the paper tape strips. *Do not tear off the cloth tape strip.* Break cartons down neatly, and keep them for shipping in 100-pound lots either to a depot or to 117 Adams Street, Brooklyn.

The rope used for tying cartons is also becoming scarce, and we suggest that when you receive the cartons the knot be untied and the rope rolled into a ball. This should be collected, and then, from time to time, sent in to the Society for re-use.

INFORMANT

JUNE, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Watchtower" Campaign the Best Yet

Now Printing More than 400,000 Copies of Each Issue

The year 1942 has witnessed the most thrilling and the most effective *Watchtower* Campaign to date. For the first time since such campaigns were put on we have exceeded the "100,000 new subscriptions" quota at the end of the three months. On May 1 we actually had 101,426 new subscriptions filed with the subscription department. At that time there was considerable mail in the office which had not been put through, and much more in transit, all containing subscriptions that were taken before the first of May. This is a cause for gratitude and thanksgiving for Jehovah's blessing upon the efforts of His people everywhere.

Our brethren in the British Isles have also been richly blessed in this campaign. Because of the difficulties in getting mail through, their figures run one month behind. Despite this, on May 1 they actually had 13,353 new subscriptions through the subscription department, with the big majority of April's subscriptions still to come to hand.

What the all-round final figure will be, we hope to tell you next month. Indications are that it will be an all-time high. Despite every effort of Satan, the demons, and their demonized human agents, the THEOCRATIC service goes grandly on, surpassing all previous peaks.

The Society now prints more copies of each issue of the *Watchtower* magazine than ever before during its 63 years of publication. May Jehovah be honored!

The Great Multitude

1942 Memorial Report of U. S. A.

The Memorial figures for this year furnish a very interesting and encouraging picture to those who visualize the accomplishment of the Lord's purpose in the earth.

The total attendance in the United States was 84,275; of whom 13,163, or 16 percent of those in attendance, partook of the emblems. That means that 84 percent of those in attendance are prospective members of the "great multitude"; and this for ever answers the question of the skeptical and critical, 'Where are the evidences of the great multitude?' for it clearly indicates the gradual diminishing of the body members of Christ upon the earth, while the people of good-will 'flee toward the cities of refuge' in ever-increasing numbers.

Last year there were 62,352 in attendance. The foregoing figures show an increase this year of 21,923.

All of these facts and figures verify our understanding of the Lord's purposes and constitute another evidence of the fulfillment of the Lord's promises to His people. There is much work still to be done. By Jehovah's grace, let us do the 'hunting and fishing' now!

"Willing Volunteers" Testimony Period

June a Booklet Month

Millions Should Be Distributed

As in the days of Barak and Deborah, the willing volunteers today are enthusiastically pushing to the front and making final preparations for the "WILLING VOLUNTEERS" Testimony Period, during June. With fine, balmy summer weather, and the most comforting offer of real hope ever presented to the people, and a sincere desire to serve the Most High God and aid the people of good-will, Jehovah's witnesses are today honored above all men in the privilege conferred upon them of comforting all that mourn.

All craving Jehovah's approval, whether anointed, Jonadab, or person of good-will just coming to a knowledge of the Lord's purposes, should have a part in this campaign and really manifest to the Lord and to their brethren that they are willing volunteers in the Lord's army. Each company publisher should show his faith in the Lord and his sincere desire to really do his part in this campaign by getting his ten combinations and then prayerfully set out to place them in the hands of the people. This requirement is not great; it means only a little better than two combinations a week. Each pioneer should take hold of his 100 combinations in a similar manner. We are responsible for putting forth the sincere effort; the Lord will look after the results. If a publisher finds that he cannot place the entire combination of one bound book and seven booklets, he should have no difficulty in placing the combination of seven booklets on a 10c contribution. Always offer the complete combination first; drop to 7 booklets on a 10c contribution only where the complete combination cannot be placed. For those who desire to present a larger combination, one book and 17 booklets may be placed on a contribution of 50c, or 17 booklets by themselves on a 25c contribution. Another combination is 35 booklets and one bound book on a contribution of 75c, or 35 booklets on a 50c contribution. There is a great variety of presentations that can be made, according to the circumstances and the number of different booklets one has on hand. Let us make this the greatest book and booklet campaign to date. We should have no difficulty in placing at least 5 million booklets during June. REMEMBER EVENING WORK. For details of the campaign, see the May *Informant*.

An Invitation to Children

A Responsibility upon the Parent

Jehovah has provided for the safeguarding of his people in these perilous times by keeping them occupied with THEOCRATIC interests. Says the book *Children:*

"Today many parents, including some who claim to be entirely devoted to Jehovah and his kingdom, bring up their children in idleness. They proceed upon the theory that the children should play and do no work. Such is contrary to God's law, and works a great injustice and injury to the children. An idle brain and idle hands lead to disaster.... The parents should explain to the child why work is good for it.... The child Jesus said: 'I must be about my Father's business.' (Luke 2:49) When some criticized him for working, the answer was: 'My Father worketh hitherto, and I work.' (John 5:17) All of God's approved creatures must work."

Especially at this season of the year there are increased opportunities for the little folk, that is to say, those attending the schools. Almost every school allows from two to three months of summer vacation. To the children we therefore now say, Do not waste your summer in idleness and play. You have had nearly a year to study the *Children* book and, no doubt, you have learned many wonderful things which you want to tell to others. If you have made a consecration to do the Lord's will, then the obligation is upon you to fulfill that agreement. Take advantage of every opportunity to go with your parents in the field service, or with the other publishers in your company. If your parents love the Lord they will be glad to aid you to do this. They should not attempt to force you to do the Lord's service, but when they explain its importance to you, then you will be glad to do it.

An Invitation

Children under 18 years of age living with their pioneer parents may use their parents' stock in witnessing and send in a separate report with that of their parents each month. This report can be put on a Publishers Daily Report slip and marked, "Working with my pioneer parents."

Children of company publishers should request their parents to arrange for them to get out in the field service sometime every day, either with their parents or with some other publishers in the company with whom arrangements can be made for them to go into the work. Company servants, throughout the summer, should arrange for daily service if at all possible, so as to accommodate the children and all publishers of the Kingdom. Due to the more daylight hours, evening work particularly, for all publishers, would be very advantageous. Include this in arrangements.

"Train up a child in the way he should go: and when he is old, he will not depart from it." Proverbs 22:6.

Your Testimony Report Important

Servants Should Be Careful as to Whom They Furnish with Testimony Cards

The Society has issued a new testimony card, and the publishers should please note what is printed on the reverse side of this card relative to the claim of the one who signs the card. No individual has a right to authorize one to preach the gospel. That is a commission given by the Lord to each individual who has covenanted to do Jehovah's will. The Society, to the best of its ability, will recognize, support and aid all faithful and true witnesses of the Kingdom who fall into difficulty or are treated wrongfully because they were serving the interests of the Kingdom.

Concerning any individual who claims to be one of Jehovah's witnesses and does acts contrary to Jehovah's law as well as the law of the land and who is punished by the laws of the land therefor, the Society cannot take any interest in his case. The Society's work and that of all of Jehovah's witnesses is to see that "this gospel of the Kingdom" is preached, and to this end the Society will support and stand shoulder to shoulder with the brethren against all adversity. Avoid controversies. Comfort those that mourn.

Records

For some years past the company servants have kept records of the individual activity of Jehovah's witnesses, and the company servant or some other faithful brother can certify as to the activity of a company publisher. Pioneers have their records, as well as the Society, which can certify as to the activity of pioneers.

If in the line of duty one of Jehovah's witnesses is arrested or taken into custody, he should always file as evidence his testimony card (which is his identification), the number of years in the truth, the time of the individual's baptism by water immersion, and his attendance at meetings, and his field activity as to the number of hours and number of studies conducted, all showing the sincerity in practice of one claiming to be a minister. Your knowledge of the Scriptures and your ability to present the same come only by earnest study and association with the Lord's people, talking to one another and to those of good-will of God's precious promises.

July Work Continuation of June's

"His word runneth very swiftly. He sendeth out his word, and melteth them."—Ps. 147: 15, 18.

That is the Calendar text for July.

For the past twenty years particularly, the Lord's message or word, in the form of books, booklets and other means, has gone forth swiftly to all those that would hear, and it is having a powerful effect. We now have on hand many of these publications, both in English and in foreign languages, and it is our obligation to get these publications into the people's hands.

In many cases, depending on the type of territory the company or pioneers hold, the offer will be a continuation of the June offer to "Let Them Read" the book *Children* and the 7-booklet combination on a contribution of 35c. This will afford the brethren additional opportunity to place thousands more of the book *Children*, and thus pave the way for many more *Children* book studies. Also, this offers the opportunity for those who did not meet their quota at the end of June to go ahead and surpass that quota by far.

Foreign Literature Still on Hand

There is also a number of companies and pioneers who hold much foreign territory and have not covered that territory with the free foreign literature that was first offered in May, the "Aiding Refugees" Campaign. This offer was extended into June, and is now being extended into July. Take advantage of this fact and place this remaining foreign literature in the hands of those people who can read it, where it will do some good. Those companies and pioneers who can still use some of this literature during July, please do not hesitate to order, and do so as soon as possible. IMPORTANT—Be sure to state on your order blank that this is to be FREE literature. Otherwise it will be charged to your account.

We have on hand, ready for shipment, certain BOOKS AND BOOKLETS in the following languages: French, German, Greek, Lithuanian, and Ukrainian. BOOKLETS ONLY in Bulgarian, Hungarian, Polish, Russian, Slovak, and Tagalog. BOOKS ONLY in Finnish, Bohemian, Japanese, and Arabic.

Make preparation now for greater activity during July.

Restrictions Make Us More Careful

Put In More Time in City Territory

In these days of rationing it is to be expected that the enemy would see to it that the Kingdom service would be restricted as much as possible. Many obstacles are placed in the way of carrying on the Lord's work. However, obstacles to the Lord's people are something to be overcome, and not barriers in the way of progress.

What are we going to do about these limitations and obstacles—lie down and quit? Surely not! No true THEOCRATIC witness will ever quit; neither will he waste time 'bemoaning his fate'. He will survey the situation, make his plans, and carry on in spite of these obstacles.

In the past the sparsely populated rurals have been worked over and over again, while in many cases city territory has been proportionately neglected. With the existing limitations the brethren everywhere are forced to concentrate in urban territory, that is, cities and small towns, where they can work on foot and call on the people without the need of a car. Other towns and cities can be reached by train and bus, and the work then done on foot from the depots. As far as possible the brethren should work around their own homes or in adjacent territory during the week, and conserve what little gas and tires they may have for week-ends when they can get a good carload of publishers. This would apply particularly to Sunday. What gas and tires the Lord's people have should be conserved for the Kingdom work, and not be consumed in unnecessary running around.

More Time

Under these conditions the brethren should start early on Sunday, and stay late, so as to get in as much time as possible in these assignments that have to be reached by car, at the least expenditure of gas and tires. This will require careful planning on the part of the company servant, and well-thought-out recommendations to the company. It will require of the brethren in the company full co-operation, in order to meet, in a manner that will result to the glory of the Lord and the advancement of the Kingdom, the ever-increasing emergencies and difficulties that are arising. It is *certain* that later on there will be many more restrictions; so let each servant of the Lord put forth a greater effort now and do as much work as possible while the opportunity is afforded. Waste no time—waste nothing!

Baptism

The new identification card definitely states that those who receive the identification and testimony card and who are recognized as representatives of the Society are duly ordained and authorized to preach the gospel of the Kingdom.

An essential requisite to ordination is baptism, both the real and the symbolic. The Lord has made baptism a definite requirement of those who will be his disciples.—Acts 2:38; 8:26-40.

The real baptism is the submission of one's self in consecration to the Lord, covenanting to do the will of God from that time forth. Water baptism is an outward demonstration, or confesssion in the presence of others, of the consecration that has already taken place in the heart and life of the creature. The real baptism must take place before one can become a disciple of the Lord and be acknowledged as one of his witnesses. The symbolic baptism in water should be performed as soon as possible after the consecration.

All full-time publishers should report (on their personnel card forwarded to the Society) the day, month and year of their baptism, that our records here may be complete on this point.

All companies should arrange for baptismal services two or more times a year, for the convenience of newly interested persons who wish to symbolize. Two or three small companies may get together and arrange for one baptismal service among themselves, if they wish. July is usually a warm month and a fine time to arrange for a baptism in some nearby river.

A Wonderful Work! Are You in It?

Special Publisher Privileges

The response to the arrangement made by the president of the Society, contained in the April *Informant*, requesting those brethren who had been enrolled as general pioneer publishers on January 1 or prior thereto to apply for special publisher privileges if they desire to participate therein, has been very gratifying indeed. Hundreds of requests have already come to hand, and in a big majority of cases applications have been forwarded to those brethren.

Some brethren, whose hours in the field and back-calls made in the past were so very low, the Society did not feel justified in enrolling at the present time, but recommended that they make request for special publisher activity in three or four months from now, provided they are able to increase their back-calls and hours sufficiently to justify enrolling them as special publishers.

Progress Made

Many of the special publishers are now covering their territory for the fourth time and want to know what to do next. These special publisher territory assignments are peculiarly the responsibility of the special publishers. They are on the spot; they know the conditions and are in better position to make an intelligent recommendation regarding future activity in that area than anyone else. In a large number of cases a company is already organized; and if this company is functioning properly and able to carry on alone, the specials may advise the Society to that effect and request another assignment of territory.

In other instances the interest is definitely in evidence but is not yet ready to organize. There is some work to be done among them yet before they can be left on their own. In such cases the special publishers should continue in that territory and help the people of goodwill for a month or two longer, at least, and try to get a company organized and established. Under such circumstances the Society should be advised to that effect.

In other places the territory has been thoroughly covered four times and there is no evidence of any real interest and the prospects of organizing a company there are practically nil. In such cases the special publishers should advise the Society in detail to that effect and request another assignment of territory. Any good-will names or other information of interest pertaining to the territory that they may have can be turned over to whoever receives the territory after the special publishers are through. If it is turned back to some near-by company this information should be turned over to the company. If it is isolated the information should be forwarded to the Society, so that it can be given to whoever receives the assignment next.

If the special publishers will keep these points in mind and keep the Society fully informed we can assist them much more effectively and also get them transferred to territory where they can do the most good. It should be kept in mind that the recommendation made in each case is for the purpose of discharging the responsibilities that the Lord placed upon them. State *all* the facts in your recommendation and have the entire group of special publishers in that territory sign it. Nothing should be done because of a desire to change territories or look for some desirable assignment, but rather that the change recommended is believed before the Lord to be in the best interests of the Kingdom.

Experiences

A Willing Volunteer

"I have been holding a model study with a man and his wife for about a month. They are meek and teachable, and very much interested. Last week, when I called and we were well into our study the man mentioned to his wife something about their being baptized on the previous Sunday. This, of course, gave me a letdown, and I said, 'What church denomination did you join?' The man said, 'Church! Why, we wouldn't join any church. We read in the *Children* book where it is proper for a person to be baptized, and we didn't want to hold anything back from the Lord; so we got an ex-preacher who was a neighbor and went down to the river and told him we just wanted to be baptized and that was all we wanted him to do.' This in the cold month of February surely shows the willingness of the Lord's 'other sheep' to comply with His requirements."

Activity in Flatbush-Bethel Unit

"Since holding this territory the Bethel publishers have increased their number of new workers there from 39 in any one month to 65. A total of 100 different publishers not members of the Bethel family have reported one or more times during the past year. The increase in activities continues. The month of February reached four new all-time peaks for this unit. 186 new subscriptions were obtained; 1,551 back-calls were made, an average of 6 back-calls per publisher; *Children* book studies increased from 40 to 70. And from all appearances this will continue. New faces are seen at all studies, and especially at the service meetings and *Watchtower* studies. The Flatbush-Bethel unit is determined by the Lord's grace to 'hunt' and 'fish' the 'other sheep' with increasing zeal as long as Jehovah permits."

PREVIOUS ALL-TIME PEAKS	Comp'y Pubs.		Pioneers	
Pubs.	60,094	Sept. '41	5,163	Mar. '42
Av. Hrs.	20.3	June '40	127.2	Jan. '42
Av. B-C	4.6	Oct. '40	36.9	Jan. '42

	April 1942			April 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	56,457	14.4	3.6	15.9	2.8
Pio.	5,129	135.5	39.3	112.3	21.8

The April report shows two new peaks for the pioneers. The increase in company activity hoped for was not in evidence. The pioneers' all-time peaks were: Average hours, 135.5; average back-calls, 39.3.

Number of publishers participating, 61,586. This number is approximately 25 percent less than of those attending the Memorial service. Over 84,000 attended Memorial. There is food for serious thought in this.

Convention Report Still Available

A half million copies of the Convention Report have already been printed, because of the great demand. The Society has on hand approximately 60,000 copies of this fine report of what took place at St. Louis last summer and at Leicester, England. So that these may be placed in the hands of the people soon, orders placed now will be filled at 2½c a copy. These should be used on back-calls. There will be no further reprints made of this publication.

INFORMANT

JULY, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Let Them Read"

Special Offer to Continue Throughout July

Evening Work Should Be in Effect Everywhere

Good Time to Teach New Publishers

Use the Special Wrappers

People of good-will who do not have a knowledge of the Lord's purposes are perplexed; in fact, everyone is perplexed and none know what the ultimate outcome will be. The Lord's people have the sure word of prophecy, and the truths that have been brought to our attention in *The Watchtower* show us the work that we have to do. July is the "LET THEM READ" month, and, by the Lord's grace, every publisher of the Kingdom will have the opportunity of assisting the people of good-will and "LET THEM READ".

Special offers that have been presented by the Society during May and June will both be available in the month of July. The primary offer will be the book *Children* and seven booklets, on a contribution of 35c. The other work will be the distribution of foreign-language literature in territory that you have not been able to cover up to the present time.

New Publishers in the Field

There is no better time than July to get new publishers into the field with the above-named offers; one, giving the literature in the various foreign languages to the people to read (*anyone* can surely do this); the other, the special offer of seven booklets on a contribution of only ten cents, which is something that can very easily be presented by a new publisher to those on whom he calls from door to door. This offer could be made even in the magazine work, street-corner witnessing—offering the seven booklets on a contribution of a dime. To those persons with whom you have been having studies and on whom you have been making back-calls for months, and to those people who are attending your *Watchtower* studies, point out the privilege that is set before them during these days of peril. In July everyone who professes to be in the truth, anointed or Jonadabs, should put forth a special effort to LET THEM READ, that is, the people of good-will.

In the United States, the days in July are about as long as of any month in the year, and it is during that month that good evening work can be arranged. It being light until a late hour, one will find many persons sitting outside, on the doorsteps, and one can talk to them in groups. One will find persons at home in evenings whom one will never find at home on Saturday and Sunday, when the general publishers do most of their work. Take this opportunity to meet these people in territory near your home while it is yet day.

"Clean-up" Month

There is considerable literature on the shelves of the companies, and we suggest that all odds and ends be disposed of, such as the older booklets and the foreign literature and any excess literature that the brethren may have in their homes. No good can be accomplished by having the literature on our shelves. Good can be done only by allowing other persons to read the truth and be given an opportunity to take their stand on the side of the Kingdom. Therefore "clean up" all your foreign-language territory by obtaining all the foreign-language literature you can and distributing it, and "clean up" your booklets by every publisher getting into the field during July with the special combination of *Children* and seven booklets. Use what wrappers you have left over from the June campaign. Use them over and over again. Try to reach everyone in your territory if that is at all possible, and then be prepared for the August campaign, "COMFORT," the Testimony Period that follows July, and later, by the Lord's grace, share in other blessings.

1942 *Yearbook* for the Newly Interested

Thousands of new *Children* book studies are now arranged by the publishers, both special and general. These people are beginning to see the wonderful work the Lord has been carrying on in the earth. So that they may have a keener appreciation of it and to what extent God's people go to preach this gospel of the Kingdom, they should read the 1942 *Yearbook of Jehovah's witnesses*. Publishers should take their own copy with them and show it to the interested people at their studies and tell them its advantages and obtain their order at the regular contribution of 50 cents.

Phonograph Needles

The 25-play chromium needle for the vertical phonograph is now permanently out of stock. These have been replaced by LOUD steel needles of the same length which may be used in the vertical phonograph with two records on turntable.

On the package is written "One play only". However, after experimenting, we find that to change needles after every FIVE plays results in longer wear of records; hence we suggest five plays per needle.

Are You Working Your Business Territory?

When Is the Best Time to Reach Them?

Some publishers hesitate to work business territory because they are timid and do not like public places. But the people who are in business places in your territory are the very same people you meet at their residences on Sundays. They are no different from other human creatures, except that very often they may not be at home when one is in their territory; and since many business people spend a majority of their time with their businesses, it means we must go there. Our 'hunting' and 'fishing' work must be done thoroughly; no one must be missed because we didn't try.

Many of the companies hold the assignment for business territory in their cities, and they should make sure this is worked. Pioneers are always responsible for the business territory in their assignments unless notified to the contrary. With the carrying over of the special offers into the month of July, July presents an ideal opportunity for visiting the merchants and professional men in your territory. Usually July is a very slow month for most businesses, allowing store clerks and proprietors, doctors, lawyers, brokers, and others more time to themselves between the calls of clients and customers; hence they will be more willing to listen to the publishers without interruption. Monday to Friday are, as a rule, the best days for working business territory; for on Saturdays they are generally too busy to talk to one.

The presentation of the message in business territory is the same as in residential territories. Be clean, present a neat appearance, and speak the truth boldly to those who have a hearing ear. Use the phonograph setup wherever possible, and present the entire combination. If the one to whom you are witnessing is reluctant to give you much time, because of being busy, be sure to offer him the literature, at least seven booklets on a 10c contribution.

In the large business houses, department stores, offices, etc., it is well to ask for the person in charge (by name if you know it, or the manager, the doctor, or whatever he may be), stating that your business is personal. Witness to him, and then ask permission to speak to some of the employees who are not too busy. In some instances you will not be able to see the one in charge, and then you should witness to the clerk or secretary and anyone else to whom you have access. In offices try to arrange for an appointment at some time in the near future. It may require a little persistence, but we must get the message in some form to everyone if possible.

Whenever possible, try to obtain the home address of the person who obtains the literature and arrange for a back-call. Some of the business pioneers have reported good success in arranging for back-calls and studies at the homes, and often at the places of business.

Everyone Can Do Something

All publishers, however, may do their share in the business territories during July by presenting the offer to the merchants from whom they purchase the daily necessities of life in their neighborhood or community. When calling on the dentist, or at the grocery store, drug store, barber shop, beauty parlor, tailor shop, gasoline station, or any other business establishment, particularly during July, carry along a combination and present the offer. Being already acquainted through business dealings, one will be in a very favorable position and gain a friendly attitude on their part, and one will get splendid results. Try it and see.

Report on "Watchtower" Campaign

The Best Ever

The servants of Jehovah in many parts throughout the earth were privileged to participate in the *Watchtower* Campaign for the four months of February, March, April, and on through May where the brethren did not have many or, in some cases, any foreign-speaking people in their territory to whom to take the "Aiding Refugees" offer.

The Lord gives abundant proof to his people, not in words only, but in the blessing of their obedient, willing course of action, showing them that they are devising the right way with their heart and that the Lord is directing their steps. Figures don't lie, and the following report is for the complete campaign for the U. S. A. and the latest figures from England (with more to come).

New *Watchtower* subscriptions in the United States alone totaled upward of 107,000. More than 23,000 subscriptions were obtained for *Consolation*, as well. The brethren in the British Isles did excellently during the campaign and sent in more than 23,000 new subscriptions for *The Watchtower* alone. The combined total for new subscriptions for *The Watchtower* and *Consolation* magazines in the United States and all foreign countries in all languages in which *The Watchtower* is published at Brooklyn came to a grand total of 159,970 for the four months' campaign.

This is definite cause to rejoice, as it shows that no wall or barrier is insurmountable for Jehovah's servants when they have Jehovah, the Most High God, to back them up and direct their steps.

New Publications

Model Study No. 2: Spanish.
Model Study No. 3: Spanish.
Jehovah: Portuguese.

New Portuguese Record

PT-262, PT-292

"Comfort" Testimony Period

August a Good Month to "Put On the Heat"

"Children" and "Hope" to Be Offered

Two Months, and Year Ends

The "Comfort" Testimony Period, August, 1942, comes one year after the wonderful Theocratic Assembly of Jehovah's witnesses at St. Louis, Mo. Our minds cannot help but go back to that blessed occasion wherein upward of 115,000 persons assembled to hear the delightful message on "Children of The King" and to receive the comfort that was sent forth from the Lord's Word at that time.

August would be a very good month for all of Jehovah's witnesses to 'turn on the heat' so that all persons of good-will can come out of the "cold" that will befall all at Armageddon who remain in the Devil's organization. The responsibility is upon the Lord's people now to proclaim the message contained in the book *Children* and the booklet *Hope*, which will aid everyone to clearly see his responsibility toward the Most High. Order a good supply and stock up your shelves with recent publications in the place of older literature distributed in May, June, and July.

Remember, too, the fine "CHILDREN" record (P-262), to introduce this combination. The Society still has a good supply, and you can obtain them at 70c each. Are your publishers supplied?

It is becoming more difficult each day to get around to the distant parts of our territory, but we must trust in the Lord and not slack our hands, and work wherever it is possible to work. Remember, our brethren in war-torn countries have difficulties greater than we have to surmount, not only rationing, heat, and cold, but hunger, starvation, famine, and pestilence, and, above all, the terrors of war, destruction and "gestapo" activities. Through all this they remain faithful, steadfast and true and continue to proclaim the message of the Kingdom. In this land and in many others we have the opportunity of proclaiming the message of the Kingdom, and we should seize upon every opportunity to comfort all that mourn, during this "Comfort" Testimony Period, August.

There Is Still Time

There are but two more months to the close of the fiscal year of 1942. What the totals in the placement of literature will be we cannot say; but that is not the important thing. The important thing is the witness that has been given on the part of each individual. Has each remained "blameless in the day of our Lord", maintained his integrity, fought a good fight, and done everything possible in the interests of The THEOCRATIC GOVERNMENT? is the important part. If as far as time in the field is concerned you have not done better than the previous year, why not put forth an extraordinary effort during August and September?

The general report on the part of the publishers everywhere is to the effect that more hours are put in the field in the territory than at any previous time. There is a general increase in number of publishers throughout the country, which is cause for rejoicing, but we have not yet reached our year's quota, and the end of the year draws near. Will August bring the new peak of publishers? Will you, as an individual publisher, serve during August? How many new publishers will you take out during August? What will your company do to reach a 25-PERCENT increase over last year's peak? During August let us publish and see to it that every person associated with us in our company has the opportunity to be a publisher. 80,000 publishers in August! PUT ON THE HEAT!

A Few Suggestions on Your Foreign-Language Literature

Reports received here at the Brooklyn office show the publishers everywhere are working hard and putting in much time in the field, with the result that many people of good-will who speak languages foreign to our own are finding comfort by receiving freely of the foreign-language books and booklets which the Lord has arranged for them to have.

In order to be 'blameless before the Lord', each publisher must cover his or her assigned territory thoroughly with these books and booklets. This must be done during the month of July, as the August Testimony Period should receive our undivided attention. Do not rush through your territory in a haphazard manner after you read this, but spend plenty of time in it and work it right. Take the address of those not at home, and call back on them sometime later on during July. It appears that this opportunity to distribute this foreign-language literature will not come again. It is evident that it is important, as the Lord is giving his people three months to 'bear their burden' in this respect.

Those of the publishers who at the beginning of the campaign overestimated the amount of literature they would need should not put it on the shelf when they have thoroughly worked their territory but should turn it over to the stockkeeper of the company or unit, to be distributed to other of the publishers who will need more to finish covering their territory. The company servant should keep the publishers informed as to the amount and type of the foreign literature on hand. This can be done both by making appropriate announcements at service meetings and *Watchtower* studies and by posting on the bulletin board a list of the literature available. Then those who did not receive sufficient literature at the beginning of the campaign can likely obtain what they need from the stockkeeper.

Pioneers who are working company territory should follow the same outline as above and turn in what stock they do not need to the stockkeeper of the company with which they are associated. Those pioneers working isolated territory likely do not have a very great supply of this foreign literature, but what they do have they should distribute during July and have it all in the hands of those who can read it.

"Everything for the Issue"

The Watchtower of July 1 contains a secondary article entitled "Everything for the Issue". The information contained in this article is of so great importance to every publisher of THE THEOCRACY that it should have careful study.

The suggestion is here offered that this particular article be taken up in service meetings so that the servants of the company and all the other publishers of the Kingdom will have opportunity to give it careful consideration. Questions should be prepared on this article the same as on the leading article that is studied each week, and at your service meeting thirty minutes should be devoted to this article. Divide the article into two parts, and devote thirty minutes of two service meetings to cover the points. The Society suggests the weeks of July 19 and July 26 for taking up this matter of "Everything for the Issue".

Personal Delivery of the Study Course

Added Privilege and More Hours

The purpose of the Study Course is to encourage the people to read the *Children* book; therefore we want to be sure they receive it. Experience has shown that many fail to receive the course when it is mailed.

There are many reasons why it is advantageous for the brethren to deliver the *Children* Study Course each week in their individual territories rather than having them mailed. In many instances the brethren have difficulty in obtaining the proper name and address, but they do know the house and the person with whom they placed the book, and by delivering the course personally they would be certain that the person received it. Perhaps the person writing the address on the envelopes cannot read the *Children* Study Course Order easily, or he may make an unintentional error, thus preventing delivery by mail. Then, too, many of the mail carriers are opposed to the work and fail to deliver the course, and in places where there is much opposition to the work some people prefer that neighbors or mail carriers do not perceive their association with the work.

Some publishers have found that the mere receiving of the Study Course through the mail is not sufficient to remind the people to read the book. But if the publisher delivers the Study Course personally, then he can say a few words concerning reading the book. He will also get familiar with each person's interest and how much he has read, and get better acquainted with his territory. If he spends time discussing the book he may also report a back-call.

They Must Know

The publishers of the Kingdom will want extra copies of July 15 issue of *The Watchtower*. The leading article, entitled "DEFEAT OF PERSECUTION", will be of real interest to the public. Particularly will the position of Jehovah's servants be made clear.

The importance of the second article, "Dissenters for Righteousness," cannot be overlooked, and due to the fact that there is no arrangement made for group study of this article it is suggested that the first two service meetings in August devote a half hour to the study of this very important information. It is believed that many companies will want extra copies of this particular issue for distribution among the people of good-will and in street witnessing. You will do well to place your orders now, so that when printing begins we can print the additional quantity.

Eight Months' Report Shows Good Progress

Hours and Back-Calls on the Increase

Jehovah's witnesses in the United States have shown a marked increase in the witness given during the first eight months of the fiscal year 1942. While the report shows a decrease in the distribution of booklets, it has doubled its output of bound books. In eight months 1,603,000 bound books have been distributed.

Outstanding in the report is the following:

Average number of pioneers for eight months, 5,118, to compare with last year's 3,941.

Company publishers averaged 56,899, to compare with last year's 50,383.

On the average for eight months there have been 62,017 publishers of the Kingdom, devoting 11,758,341 hours in the field. This is an increase of 2½ million more hours devoted to singing Jehovah's praises than in the same period last year. This great increase is, in the main, due to the pioneers' increasing their average number of hours in the field. Last year the pioneers averaged 105.6 hours, but this year have jumped to 125.2 hours per month per publisher; whereas the company publishers' average number of hours has dropped from 14.9 to 14.4 hours. This can be increased, can't it?

While there is a splendid increase of 950,000 more back-calls made this year than last year, there is still considerable room for improvement. The 5,118 pioneers made 1,396,117 back-calls; whereas the 56,899 company publishers made 1,594,726 back-calls. Back-calls on the part of the company publishers can be improved materially. The average for the pioneers was 34 back-calls per month, and the company publishers made 3.5 per month.

During the fiscal year 1942 we still have July, August and September to make up any lost time. Those who have been faithfully engaging in the field service will continue to do so, by the Lord's grace. Those who have been lax for some reason or other should lay hold upon their privileges offered to them by the Lord and work diligently. This excellent report of 8,761,252 books and booklets distributed and nearly 5 million magazines placed in addition to the other literature shows a marvelous witness has been given. Undoubtedly the year's report for 1942 will prove to be the greatest witness the people of the United States have ever had given them concerning the Theocratic Kingdom. We praise the Lord for these blessings and privileges.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sept. '41	5,163 Mar. '42
Av. Hrs.	20.3 June '40	135.5 Apr. '42
Av. B-C	4.6 Oct. '40	39.3 Apr. '42

	May 1942			May 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	56,614	15.5	3.3	16.9	2.9
Pio.	5,331	136.0	38.8	122.8	19.9

INFORMANT

AUGUST, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

Theocratic Assembly September 18, 19 and 20

"Children" Studies

Why Do Company Publishers Lag in This?

Special Publishers Doing Very Well

The Society requested the companies and pioneers to submit a report of the number of *Children* studies they were conducting the last week in May; also to show the attendance at these studies, exclusive of publishers. The situation revealed by these figures is interesting, and a careful study of them should prove very beneficial to each one who has entered into covenant obligations with the Lord. They revealed—

1. That there are 52,646 newly interested in attendance at these studies, all of whom are prospective witnesses. These added to our 62,000 publishers would make a grand total of over 114,000, all of whom should be reporting some activity before long.

2. That 1,458 special publishers conducted 5,842 *Children* studies, or, on the average, 4 studies a week for each special publisher. They are doing well.

3. That 3,873 general pioneer publishers conducted 5,071 *Children* studies, or 1.3 *Children* studies a week for each general pioneer.

4. That 56,614 company publishers conducted 11,591 *Children* studies, or .2 *Children* study for each publisher. In other words, 1 out of every 5 company publishers, on the average, was conducting a *Children* study each week. In fact, the condition is much worse than that, for many zealous company publishers conduct two or more studies; which shows a greater number of publishers who do not conduct any at all.

The question naturally arises, Why is it that general pioneers conduct, on an average, only 1 *Children* book study? Why is it that, on the average, 80 percent of the company publishers do not conduct *Children* studies? It is not necessary to comment in great detail on the foregoing figures. They tell their own story. Each one should carefully study them for himself, and not for the other fellow, and then place himself in whichever category of the above group he finds himself. What is your company average? Have you taken it up with the company? In the final analysis this is a matter between the individual and the Lord. In order to have the Lord's approval the creature must be faithful. Each one must bear his own burden in this respect. No one can carry the other fellow's burden. Therefore these figures are submitted for the careful and prayerful consideration of each and every one.

You're Going to Be There, Aren't You?

Contracts Already Signed for 43 Cities!

Don't Miss a Day Much Work to Do

The Theocratic Assembly of Jehovah's witnesses has been announced for September 18, 19, and 20. It is only by Jehovah's guidance and direction that an assembly of this kind for this year could be arranged. His blessing has been most manifest in our already having contracts signed in 43 different convention cities. Fifty-three cities have been selected, and in the cities not already having signed contracts arrangements are coming along well.

This convention has been arranged so that the name of Jehovah God may be magnified in the earth. It is very apparent from the Scriptures that the Lord's people will continue to carry on with the proclamation of the Kingdom regardless of what occurs in the world at this time. The Devil, through his powerful organization, would stop the onward march of the Kingdom, but this he cannot do. In many parts of the earth the work has apparently been stopped by totalitarian decree, by war, by persecution, . . . but as long as Jehovah's servants have breath and can speak of Jehovah's salvation and His purposes, this they will do and are doing. In many countries of the world Jehovah's servants are still able to assemble together, and therefore assemblies have been arranged not only in the United States, but in England, Cuba, Mexico, Brazil, and other places. The same dates have been selected and the same program is being arranged wherever possible. It will be a glorious occasion and a mighty shout will go upward unto the Lord in heaven, praising his name.

Much Work To Do

There is a tremendous amount of work to be done in connection with these conventions; therefore everyone should arrange to spend the full three days at the convention. It is only a short period of time, and in order to inform the people in these convention cities relative to the assembly it will take the united efforts of every individual attending the convention. We strongly recommend that all publishers of the Kingdom be at the convention city Friday morning ready for field service and enjoy all the blessings of the convention Friday, Saturday and Sunday. Much advertising will have to be done relative to the public meeting, which will be addressed by the president of the Society, the subject being "PEACE—Can It Last?" This subject will arouse the interest of many persons throughout the world because peace is being so widely discussed at the present time and they want to know what will be the outcome. The Scriptural answer will be presented.

The Lord's work requires haste, and there is so much to do at the present time; therefore our every attention during these three days should be devoted wholly to the Theocratic Assembly. Everyone should get out of this assembly all that the Lord provides, so that when they return to their homes they can go to work with greater zeal and determination during the coming year than ever before.

People of Good-will

A year ago the book *Children* was released, and information was given out at that convention concerning the *Children* Study Course, and since then there has been organization of *Children* studies in the homes. Thousands of these have since been arranged from coast to coast. Many of these persons have by now studied sufficiently to know that this is the truth. It is the duty of the Lord's people to make arrangements for these people of good-will to attend the Theocratic Assembly if they so desire; therefore the Society, by endeavoring to prepare so many conventions, for convenience to the various parts of the United States, has made it possible for all to attend. During the next month every company servant should see that the brethren are given opportunity to call on these people of good-will, invite them to the convention, see what arrangements can be made to get them there, show them the importance of attending this assembly, and, if they cannot get there for all three days, urge them to be there for at least Saturday and Sunday. If all three days can be arranged, this will be to their blessing. Those who have made a covenant with the Lord will see to it, by the Lord's grace, that these three days of the year are set aside wholly for the praising of his name.

Make your arrangements now and, if you possibly can, aid others to get to the assembly of Jehovah's witnesses in 1942. All cars coming to the assembly should be fully occupied.

"My mouth shall speak the praise of the LORD; and let all flesh bless his holy name for ever and ever."

School Children

All brethren who have children excluded from school and which children are of compulsory school age should return the children to school at the current term; and if the children are again excluded, then proceed to file with the school board the customary petition for reinstatement, which will be furnished by the Society upon request.

Attention, Company Servants and Treasurers

It is the duty of both the company servant and the treasurer to see that any checks sent to the Society are made out properly, so that they can be cashed without any difficulty. Any mistakes made in this regard result in a considerable loss of time and money that belong to the Lord. Please carefully note the following points in regard to making out checks:

1. Be certain that you have sufficient funds in your account to cover any checks you write.

2. Do not remit a check with an alteration or an erasure. You will save yourself and others both time and money by destroying it and writing a new one immediately.

3. Make certain you have written the correct date, the correct amount in both places, the title of the account where necessary, and both signatures where two are needed.

Personal Witnessing

The Work Must Go On

During the month of September we shall continue presenting *Children* and *Hope*, on a contribution of 25c. The Society's Calendar calls our attention to the fact that this is 'personal witnessing month', and submits for our consideration Acts 8:4—"Therefore they that were scattered abroad went every where preaching the word." This forcibly focuses our attention on the fact that even though the Lord's people may be persecuted and scattered abroad and may encounter many other features of opposition from the enemy, none of these will be accepted as an excuse for not preaching the Word. Our brethren in other lands have given us a wonderful example in this respect. Despite war, persecution and prison they continue to speak the Word, their zeal and devotion for the Lord and The Theocracy putting many in this favored land to shame.

Read again "Defeat of Persecution", in the July 15 *Watchtower*. Consider the message it contains and then go forward in the strength of the Lord and make September, the last month of this fiscal year, the greatest month for number of publishers in the field and hours devoted to the service. Let us strive for a new peak in publishers. In September 1941 the last peak of company publishers was attained. The pioneers have been doing their part throughout 1942, practically every month attaining a new peak. The company publishers have shown no increase. Why? The answer may be found in the article "*Children* Studies".

"Comfort" Testimony Period

Children to Increase Their Time

Will a New Peak of Publishers Be Reached?

During August, Jehovah's witnesses throughout the U. S. have the privilege of participating in the "COMFORT" Testimony Period. Truly a really comforting message for all people of good-will is contained in the book *Children* and the new booklet *Hope*—For the living—For the Survivors—In a Righteous World. A great weight or burden is laid upon the testimony-bearers of Jehovah and it is their privilege and bounden duty to take the comforting message contained in these publications to all the people in their territory who have a hearing ear and have a desire to learn the *real cause of the present woe upon* the world and the only cure for the same.

The servants of the Lord have themselves been abundantly provided with the comforting message, and it cannot lie in their hands and gather dust, but must be "circulated" and get where it will do some good. *This his witnesses must do.* There is where the general company publishers, general pioneers and special pioneers come in. Each one has an individual territory and is to look after it in accordance with instructions. Are you doing your part?

What Are the Children Doing?

What about you children who attended the St. Louis assembly last year? Are you performing your covenant obligations? Remember, some 15,000 of you agreed before the Lord and that vast audience to witness during the summer vacation and at all times to your friends and others who would hear, telling them the news of The Theocracy. Are you children doing that now? School is out and there is really no reason for not getting in lots of time during the summer vacation months. Remember what Brother Rutherford said: that each one should strive to put in at least six hours a day in the service during summer vacation. If the children are not fully carrying out their covenant obligations and are not taking advantage of all opportunities to honor the name of the Lord, can it be said that it is entirely their fault? Are the parents taking advantage of every opportunity that presents itself to aid their children to see their privilege of spending much time in the field? Are the parents setting a proper example for their children? Are you parents planning to bring your children to the 1942 Theocratic Assembly? These and other related questions should be prayerfully considered by all concerned, and each one should arrive at whatever decision he believes is proper and pleasing to the Lord and then let nothing stop him from following the proper course. These things are called to the attention of the brethren to refresh them of their obligations and responsibilities and their privilege of serving the Lord; and if each one diligently strives to perform his assigned part, then a new peak in publishers and hours will certainly be reached.

80,000 Publishers?

The company publishers have not set a new peak this year. To date, the highest peak of company publishers was established in September, 1941, to wit, 60,094 publishers. This should be far surpassed during August. If everyone associated—new publishers learning the truth at book studies, the general company publishers, old and young, and all the pioneers—if all these get out during August we can be assured of the Lord's rich blessing and a new peak being reached. *Remember that "80,000 publishers" mark.* Get your "Children" record (P-262) (still plenty on hand at Brooklyn). Get your phonograph oiled up. Stock up on literature needed for the month and start the ball rolling early in the morning of August 1. Remember evening work. Arrange to give those associated with your book studies the opportunity to "COMFORT" others in the Testimony Period. Tell them to be ready to work about one hour before time for the study to begin. Give them their own individual territory, show them how to work it, and leave it in the Lord's hands to direct and bless their efforts. Make this a regular thing. Really put on the heat, full steam ahead, and don't let slip any opportunity to participate and help others participate in any phase of the Theocratic work. Everyone "bear his own burden" and be "BLAMELESS IN THE DAY OF OUR LORD".

Are You One Who Has Slacked the Hand?

The comparison of June figures below shows a very consistent increase on the part of the pioneers, but the company publishers and their activity do not show up so well. In fact, the company publishers' activity shows a decided drop when compared with June 1941, and in that year many of the brethren at distant points were making intensive preparations for the St. Louis convention and duties incidental thereto. Despite this they reported 60,055 company publishers in the field, averaging 17 hours. This year, with none of the above-mentioned interruptions to hamper the work, we had only 57,602 company publishers reporting, averaging only 15.8 hours.

A serious question arises: Why such a slump this year? From all reports coming to the office there were a great many people of good-will immersed during 1942 and there is every indication that a very large percentage of these are participating in the field service. There are a great many children who are participating in all branches of the service, particularly street magazine work, who were not so engaged last year. In view of this, why is there not an increase in number of publishers? The facts seem to be that there are thousands of persons who were actively engaged in the service last year who are not engaged in the service now. What is the cause of this? Have this great number lost faith in the Kingdom? Are they willing, like Esau, to sell their birthright for a mess of pottage? Has the fear of man or the enemy organization laid hold upon them? There must be some tangible reason for this condition, and whatever the reason is it cannot be a Scriptural one, for the Lord says, "When the enemy shall come in like a flood, the spirit of the LORD shall lift up a standard against him," and tells us how this would be done, by commanding his people, "Go through, go through the gates; prepare ye the way of the people; . . . lift up a standard for the people." Instead of the Kingdom activity's diminishing, then, particularly in the case of the older brethren, it should be increased; for these are obligated before the Lord to "raise up the *standard for the people*" in this crucial hour. These facts and figures are worthy of the careful and prayerful consideration of each one of the Lord's people.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sept. '41	5,331 May '42
Av. Hrs.	20.3 June '40	136.0 May '42
Av. B-C	4.6 Oct. '40	39.3 Apr. '42

	June 1942			June 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Company	57,602	15.8	3.2	17.0	3.1
Pio.	5,507	137.5	38.1	119.1	22.3

Rooming Assignments a Big Job

Have Your Requests In Before September 1

Along with this *Informant* there is sent a Room Assignment form. The company servants are requested to hand one of these forms to each family in the company that is going to the convention. Provide forms to persons of good-will who also plan on attending the convention. If there are some (and we hope there will be very few) persons who cannot attend the convention it will not be necessary for them to have the enclosed form. If you do not have sufficient forms for your company, then reasonably accurate copies of these forms may be written out locally, so that the proper information is conveyed to the convention committee.

The convention assembly this year has been so arranged that the brethren will not have to travel great distances. It is suggested that the brethren select the city nearest to their homes and attend that convention. Have in mind that the program at all the convention cities will be identical. The lectures that are given at the key city, Cleveland, Ohio, will all be given at the various convention cities by brethren appointed to deliver those lectures.

For your convenience there are set out below the convention cities that the Society has selected, showing the rooming committee addresses. In a few instances we have no convention committee address because contracts have not yet been signed for auditoriums or proper information has not been received from the convention servants. Brethren living near these cities will please wait until the *Informant* or the September 1 issue of *The Watchtower* announces the rooming committee addresses. If for some reason a contract cannot be closed in these cities, then the brethren will select the city next nearest to them and attend that.

All other publishers should now select their nearest convention city, fill out the Room Assignment forms for their parties, and send them to the Watchtower Convention Committee, *according to the addresses* set out below:

Key City

CLEVELAND, OHIO
2515 Franklin Blvd.

Other Cities to Be Tied In:

ALABAMA
c/. Fraternal Hall,
2213½ 3rd Ave. N., Birmingham
1407 St. Stephens Road, Mobile

ARIZONA
1110 N. 16th St., Phoenix

ARKANSAS
1004 W. Seventh St., Little Rock

CALIFORNIA
Room 318 Rowell Bldg., Fresno
2412 Edgewater Terrace, Los Angeles
2230 Union St., San Francisco

COLORADO
2572 Chase St., Denver

FLORIDA
Jacksonville (see next issue)
1110½ Franklin St., Tampa

GEORGIA
Atlanta (see next issue)

IDAHO
Boise (see next issue)

ILLINOIS
4905 W. Erie St., Chicago
501 W. Miller, Springfield

IOWA
1821 45th St., Des Moines

KANSAS
349½ Riverview, Wichita

KENTUCKY
4320 S. First St., Louisville

LOUISIANA
Baton Rouge (see next issue)

MAINE
Augusta (see next issue)

MARYLAND
1308 Eutaw Place, Baltimore

MICHIGAN
19182 Coventry, Detroit

MINNESOTA
Box 2, New Duluth
1434 Wellesley Ave., St. Paul

MISSOURI
Room 207 Studio Bldg.,
9th & Locust St., Kansas City

MONTANA
2112 4th Ave. No., Great Falls

NEBRASKA
Lincoln (see next issue)

NEW MEXICO
Box 683, Albuquerque

NEW YORK
9A Dudley Hgts., Albany
785 Riverside Drive, Johnson City
545 Elmwood Ave., Buffalo
117 Adams St., Brooklyn

NORTH CAROLINA
404½ W. Trade St., Charlotte

NORTH DAKOTA
Fargo (see next issue)

OKLAHOMA
217 W. Washington St., Oklahoma City

OREGON
Klamath Falls (see next issue)
25 N.W. 18th Ave., Portland

RHODE ISLAND
847 N. Main St., Providence

SOUTH CAROLINA
P. O. Box 585, Charleston

SOUTH DAKOTA
Deadwood (see next issue)
Sioux Falls (see next issue)

TENNESSEE
1122 Stewart St., Knoxville
259 Court Ave., Memphis

TEXAS
4811½ Bryan St., Dallas
2601 E. Yandell Blvd., El Paso
2005 Brentwood, Houston
134 Devine St. San Antonio

UTAH
338 W. 1st St. S., Salt Lake City

VIRGINIA
809 E. Franklin St., Richmond

WASHINGTON
2343 N. 55th St., Seattle
412 S. Sherman, Spokane

WEST VIRGINIA
224 Morrison Bldg.,
815 Quarrier St., Charleston

WISCONSIN
2661 E. Washington Ave., Madison

CUBA
Teresa Blanco 207, Havana

The August 15 *Watchtower* had already gone to press; therefore there are here announced a few more addresses (which have just come in) than appear in *The Watchtower.*

New Reprint of *The Emphatic Diaglott*

The Society is pleased to announce the release of a new edition of the "Diaglott" Greek and English "New Testament". The references and footnotes are many and valuable. The actual Greek in which the "New Testament" was originally written is given according to the Griesbach recension. In the back is found a valuable alphabetical appendix, a Bible dictionary in itself. The binding of the *Diaglott* is beautiful blue leatherette, and is flexible. The size is the same as of the bound books, but ⅜ inch thicker than the book *Children.* The cost is $2.00 per copy. It is ready for shipment now.

INFORMANT

SEPTEMBER, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

Fifty-three Cities All Set for Conventions

New World Theocratic Assembly Opens Friday, 8:30 a.m.

Be There from the Start

Only Three Days, but Busy Ones

Enthusiasm runs high from coast to coast. Jehovah's witnesses everywhere are talking, planning to go, and going to the New World Theocratic Assembly. Which assembly will you attend?

Cleveland, Key City

The magnificent, spacious Public Auditorium in Cleveland, Ohio, will be the hub of the national convention. From this assembly point, which we hope will be packed out by Jehovah's witnesses, will be sent forth by direct wire to all the other convention cities in the United States the address of welcome at 8 o'clock (Eastern time) Friday evening, September 18, as well as the keynote speech of this New World Theocratic Assembly.

Again all convention cities will be tied in on Saturday afternoon, the 19th, at which time all will be privileged to hear the lecture "Fighters for the New World".

On Sunday afternoon, 4 o'clock Eastern time, the public address, which is being widely advertised, on the subject "PEACE—Can It Last?" will be sent to all convention cities by direct-wire communication.

Letters have been coming in to the Society asking whether it would be proper to attend the key city assembly at Cleveland even though another convention city may be nearer. It would be. In fact, it is hoped that every large company throughout the United States, and small companies if possible, will have some of their local brethren at the Cleveland convention. There are undoubtedly a number of brethren who can afford to make the trip to Cleveland. Therefore it is expected that brethren from every state in the Union will be there. Every person fully devoted to the Kingdom will put forth every effort to get to one of the 53 conventions in the United States.

The main arena in the Cleveland Public Auditorium seats upward of 12,000, and there is another auditorium seating 3,000 that can be opened up on the other side of the stage. In other words, the speaker's platform will be in the middle of the two auditoriums, together seating 15,000. Other halls and large exhibit rooms will be thrown open if the crowd gets larger. Everything will be connected by loudspeaker equipment.

Be There from the Start

This is a short convention, only three days, but it will be a busy one for every one of the Lord's servants. No matter where you work or what you are doing, each one planning to attend the convention should, if at all possible, be there the full time, beginning 8:30 a.m. Friday, September 18. Start out in the field service and share in the blessed privilege of proclaiming the Kingdom message and inviting the people of the convention city to attend this meeting of Christian people. By the Lord's grace this will be the busiest convention we have ever had, and it is hoped that every publisher and person of good-will will carry his share of the burden to the honor of Jehovah's name.

Invite the New Interest

The *Watchtower* magazine, in its announcement concerning the New World Theocratic Assembly, is inviting all the *Watchtower* readers and their friends to attend these assemblies. You as publishers for The Theocracy should invite all persons whom you know in your territory to attend this convention. Do not try to decide in your own mind who you think would want to go and who would not. Tell everyone, the children and the parents, the maidens and the men. Let it be known from one end of the country to the other that this Christian assembly is for their comfort and aid and that Jehovah's witnesses welcome them to be there. Something of importance has always occurred at past conventions of Jehovah's witnesses, and undoubtedly Jehovah has in store a rich blessing for His people at this New World Theocratic Assembly. Let everyone show his faith in Jehovah's Theocratic arrangement by coming personally and bringing with him his family and everyone of good-will.

Never before has it been possible for the Lord's people to arrange for assemblies in 53 cities from coast to coast. Jehovah's blessing is manifestly upon the arrangements; for through much effort and hard work on the part of local companies this has been accomplished. There is every reason why you should attend this assembly. Be prepared to work, and make this the busiest three days in your life in the interests of the New World under Christ Jesus.

Did You Write for Your Rooms?

All persons attending the Theocratic Assembly should be sure to write to the convention committee in the city where they are planning to attend and arrange for their rooms in advance. Use the blank published in "Assembly for Worship", which will aid the rooming committee in making assignments. Don't wait until the last day or two to write for rooms, but do it now.

Additional addresses of rooming committees not previously published are as follows:

FLORIDA
Jacksonville (See Waycross, Ga.)

GEORGIA
c/o T. Y. VanSant, Sr.,
203 Spring St. N. W., Atlanta
1718 Gilmore St., Waycross

IDAHO
418 North Wardwell, Degan Addition,
Emmett, (instead of Boise)

LOUISIANA
621 Foster St., Baton Rouge

MAINE
48 Arsenal St., Augusta

NEBRASKA
2442 S. 15th St., Lincoln

NORTH DAKOTA
c/o Martin Lahren, 1311 1st St. S. W.,
Mandan, (instead of Fargo)

OREGON
201 East Main St., Klamath Falls

SOUTH DAKOTA
Box 153, Deadwood
Box 902, Mitchell,
(instead of Sioux Falls)

Personal Witnessing Month

Last Chance This Fiscal Year!

Is everybody ready? During September, the month of the 1942 Theocratic Assembly, each consecrated servant of the Lord is obligated and each person of good-will has the privilege of doing some "personal witnessing" by personally taking the Lord's Word to others in the form of the book *Children* and the booklet *Hope*, which are to be offered together on a contribution of 25c. This is a continuation of the offer for the "Comfort" Testimony Period during August.

The very title of the work for the month, "Personal Witnessing," signifies that it is each one's own personal privilege and responsibility to take care of his own individual territory assignment by carefully and orderly witnessing to the same with the provided equipment furnished by the Lord. It is the burden of each consecrated servant, whether he is active or has been inactive in the service, to get out and aid others to come to a knowledge of the truth. This opportunity to freely tell others of The Theocracy is the portion of the Lord's servants in this land now, and each one has the privilege of grasping this opportunity before the 'scattering' takes place. In the countries overridden by the totalitarian monstrosity, the privilege of openly bearing aloft the standard of The Theocracy is not afforded the Lord's servants, but, regardless of the opposition of the enemy, they march ahead undaunted. How much more are the publishers of The Theocracy here obligated because of their great amount of liberty and opportunity to do their commissioned work!

During September the Kingdom publishers have much in their favor. The weather will, no doubt, be favorable. Opportunities for calling back on those persons previously called on with the booklet offer of June and July give good prospects for back-calls and studies. Those attending studies already in operation should be encouraged to attend the coming Theocratic Assembly and should be encouraged and aided to become publishers.

The September work must start with a "BANG" and continue on through the month with much zeal and energy expended that a new peak may be reached. This offer should be pushed right up until the convention opens; and then, after the convention is over, several days will be afforded to do additional work in the month of "personal witnessing".

DO YOUR PART.

When Will the Company Publishers Increase?

In the August *Informant*, under the title "Are You One Who Has Slacked the Hand?" an analysis was made of the company activity, based on the report for the month of June. The July report, now complete, reveals the same conditions. The pioneers are increasing in number and hours and in corresponding privileges of service, while the company publishers as a whole seem to be slipping backward. Of course, the greater number of individual company publishers are putting forth a real effort and are experiencing the rich blessings of the Lord; but some of the company publishers are not doing so well.

This calls to mind the words of Jesus at Matthew 13:12, "For whosoever hath, to him shall be given, and he shall have more abundance: but whosoever hath not, from him shall be taken away even that he hath." The analysis reveals that there are 56,909 company publishers (3,185 behind last year's peak of company publishers) and 5,600 pioneers. Nearly 10 percent of all the publishers in July were pioneers. These (10 percent) put in 46 percent of the total witnessing time, made 54 percent of all the back-calls, and placed 53 percent of all the bound books and 47 percent of the booklets. This is for the serious consideration of each one of the Lord's people, especially those who have slacked the hand.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.		Pioneers	
Pubs.	60,094	Sept. '41	5,507	June '42
Av. Hrs.	20.3	June '40	137.5	June '42
Av. B-C	4.6	Oct. '40	39.3	Apr. '42

	July 1942			July 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	56,909	16.0	3.2	12.6	2.1
Pio.	5,600	138.2	38.7	103.7	16.4

"The Wise" Testimony Period

A New Year Begins

How Will It Compare with the Last One?

October is shown on our Calendar for 1942 as "The Wise" Testimony Period. The wise are those who have the mind of the Lord, therefore wisdom. By October 1 the brethren everywhere will have returned home after enjoying the refreshment and blessings of another Theocratic assembly. The Lord will have spread his table in the midst of and in spite of his enemies. He will have showered his blessings upon his people despite priorities, gas and rubber restrictions, and any other limitations. The wise the Lord will greatly strengthen and will create in them a burning desire to show their gratitude to Jehovah. "THE WISE" Testimony Period, the month of October, provides the very opportunity we want.

Let every Theocratic publisher who has made a covenant with the Lord joyfully join in this campaign and show he is really wise. During the month of October we shall continue to use the book *Children* and the booklet *Hope* and place them on a contribution of 25c. All companies should see to it that they have an adequate supply of literature for this campaign and make very complete arrangements so that everyone in the company will have some part in the work.

October should witness a new peak in company publishers and in pioneers, a new peak in hours and in back-calls. The fear of the Lord is the beginning of wisdom. Fear lest we come short of the Lord's requirements in any way.

Again the apostle mentions that we should 'work out our own salvation with fear and trembling', which clearly indicates that this matter of serving the Lord should receive our very serious consideration. Therefore let us one and all prepare now to start the new fiscal year of 1943 with a bang that will give the totalitarians a headache.

Co-operation

It will greatly aid the Society and relieve us of considerable needless correspondence if the brethren will realize that the Society is unable to do anything to assist them in things pertaining to loss of jobs because of their Christian belief. Therefore such correspondence should be discontinued so far as the Society's office is concerned. Any complaint of this nature should be sent to the National Labor Relations Board at Washington, D. C., and to the President's Committee on Fair Employment Practice, Social Security Building, Washington, D. C., or to the local state representative of these offices. Make a typewritten statement of your case and send it by mail to these different organizations, according to the circumstances, requesting that action be taken against your employer. We understand it is not necessary to have such statements notarized.

When to Start a Model Study

The Brooklyn office has received many letters from the brethren wanting to know when to start a model study with people who manifest some interest in the message.

Of course, that of first importance is the establishment of *Children* studies by the publishers. However, in some cases, the people are not far enough advanced to have the publisher start a book study with them, feeling they would be obligated in some way, and they wish to know more about the work of the Lord's Theocratic servants. Here an excellent opportunity is afforded to use the phonograph, play one or more of the recorded convention lectures and start a model study, taking up a subject in which the person of good-will manifests some interest. Perhaps they are interested in past subjects, which bear also on the present world conditions, such as "Face the Facts", "Fascism or Freedom," etc. After the model study has been conducted in the chosen subject and the interest quickened to a degree that a book study can be started, then shift to the book study. In this way the brethren will find another avenue open to start studies which opens up the way for more time in the service, use of the phonograph, and, by the Lord's grace, the bringing in of more of the Lord's "other sheep".

Try it.

Write Letters Right

The brethren will greatly aid the Society and help in the prompt and speedy handling of correspondence by always putting their name and address at the upper right-hand corner of each letter.

Doorstep Setup

Are your placements and opportunities to bear witness few, and your sound attendance low? If so, then probably you are not using the doorstep setup. Brethren who are consistently using the doorstep method of presenting the recorded testimony to The Theocracy report much better all-round results in the field. Why? Because it is an efficient method, as no time is wasted. Also, the usual existing prejudice in the minds of the people toward any person coming to their door with a case is lost when they immediately see and hear what the person is there for. The opportunity to say 'Not interested' is not afforded, because after a polite 'Good morning' the record is already going. All brethren who have phonographs, whether the old type or the new vertical type, should use the doorstep setup. Start immediately, and realize the Lord's rich blessing.

Shipments Are Prepaid

All shipments of literature sent out by the Society to the publishers are made on the prepaid basis. The freight charges are paid in advance. In no instances should there be collect charges on shipments from the Society or from the Society's depots. The bill of lading sent to the publishers is a prepaid bill of lading, and if freight charges on shipments come collect the shipment should be refused and the Society's office at 117 Adams St., Brooklyn, N. Y., notified immediately.

Think

The following quotation is from a letter recently received in this office: "It is observed that some few of the friends are careless with the printed message and the Kingdom equipment. Cars are seen with literature stacked in the baggage compartment and trunk and much of it unfit for distribution. Trunks in particular have been seen with a great quantity of books, booklets, and magazines absolutely ruined. It seems to be a shame that after our brethren have worked so hard to prepare the message for us anyone would be so careless as to let the literature get in such a condition."

It is hardly necessary to comment further on the foregoing. A diligent servant of the Lord will not permit the Kingdom literature and equipment provided by the Lord to get into a condition in which it will not be presentable.

Advertising Has Been Our Work Since 1922

Will You Be an Advertiser?

There is not another class of people under the sun who can advertise as effectively as Jehovah's witnesses do. The Lord's spirit is upon his servants and they energetically carry forward the public proclamation in the interests of the Lord's work with endurance and zeal that is beyond the understanding of the world. The coming New World Theocratic Assembly offers another wonderful opportunity for us to let all know that the Lord continues to provide many good things for his servants.

Locally you should advertise by telling all those on your list of persons of good-will of the coming assembly. Show them the notice in the September 15 *Watchtower* or No. 600 *Consolation*, and urge them to attend. If you can help them in making arrangements to attend, sending for room assignment, etc., be sure to do it.

The big advertising job will be at the assembly itself. Handbills, placards and signs have been provided for all conventions. Many assemblies are preparing additional advertising material. All of this equipment should be in use at all possible times during the assembly. Officials in some cities, members of the chamber of commerce, newspapermen, and others, have scoffed at this assembly and say there will be only a very small number in attendance, even at the key city of Cleveland. They said the same thing at St. Louis, and we know what happened there. By the Lord's grace, let's all accept this challenge and put on the greatest advertising demonstration ever witnessed. Here is the list of assembly places. Let's get busy and ADVERTISE.

KEY CITY
Public Auditorium
Lakeside Ave. & E. 6th St.
Cleveland, Ohio

ALABAMA
Cascade Plunge, 6815 - 2d Ave. S.
Birmingham
Murphy High School, 102 S. Carlin St.
Mobile
YMCA Colored Community Center
504 St. Anthony St., Mobile

ARIZONA
El Zaribah Temple
15th Ave. & Washington St., Phoenix

ARKANSAS
Travelers Field, Adjoining Fair Park
Little Rock

CALIFORNIA
Moose Hall, 1851 Fulton St., Fresno
Shrine Ballroom, 3244 Royal St.
Los Angeles
Scottish Rite Temple
Van Ness Ave. & Sutter St.
San Francisco

COLORADO
El Jebel Temple
4625 W. 50th Ave., Denver

FLORIDA
Municipal Auditorium
Plant Park, Tampa

GEORGIA
Atlanta Woman's Club Auditorium
1150 Peachtree St., Atlanta
Waycross City Auditorium
Pendleton & Oak Sts., Waycross

IDAHO
Liberty Theatre, Emmett

ILLINOIS
Ashland Boulevard Auditorium
Ashland Blvd. & Van Buren St.
Chicago
Theocratic Convention Tent
2400 East Cook St., Springfield

IOWA
Shrine Auditorium, 10th & Pleasant
Des Moines

KANSAS
Trocadero Dance Pavilion
3400 W. Douglas, Wichita

KENTUCKY
Swiss Park, Preston & Lynn
Louisville

LOUISIANA
City Park Skating Rink
1450 Perkins Road, Baton Rouge
Knights of Pythias Hall (Colored)
597 S. 13th St, Baton Rouge

MAINE
Witham's Lobster Pound, Rockport

MARYLAND
Lyric Theatre
Opposite Mt. Royal Station, Baltimore

MICHIGAN
Moose Temple
Cass & Elizabeth, Detroit

MINNESOTA
Shrine Auditorium
201 E First St., Duluth
Minneapolis Auditorium
Grant & Third Ave. S, Minneapolis

MISSOURI
Victory Theatre
9th & Holmes St., Kansas City

MONTANA
Masonic Temple Auditorium
821 Central Ave., Great Falls

NEBRASKA
The Welfare Society House
1430 N. 10th St., Lincoln

NEW MEXICO
Silva Hall, Bernalillo

NEW YORK
Odd Fellows Temple
46-48 Beaver St, Albany
Kalurah Temple
255 Washington St., Binghamton
Assembly Hall, Memorial Auditorium
Main St. & Lower Terrace, Buffalo
Manhattan Center
34th St. at Eighth Ave., New York

NORTH CAROLINA
Griffith Baseball Park
514 Magnolia Ave., Charlotte

NORTH DAKOTA
City Auditorium, Bismarck

OKLAHOMA
Theocratic Convention Tent
3 mi. north of Capitol on Hy. 77,
1/4 mi. east on Grand Blvd.
Oklahoma City

OREGON
Biehn Building
9th & Klamath Ave., Klamath Falls
Norse Hall
111 N. E. 11th Ave., Portland

RHODE ISLAND
Rhode Island Auditorium
1111 N. Main St., Providence

SOUTH CAROLINA
Hibernian Hall
109 Meeting St., Charleston
Dart Hall (Colored)
Kracke & Bogard Sts., Charleston

SOUTH DAKOTA
Deadwood City Auditorium
101 Sherman St., Deadwood
Masonic Temple
120 E. Fifth Ave., Mitchell

TENNESSEE
Palace Roller Rink
Essary Road & N. Broadway
Fountain City
Silver Slipper Club,
on Macon Road, 7/10 mi. E. of U S. 70,
4 mi. N. E. of Memphis

TEXAS
Vickery Park
Highway 75, Greenville Ave., Dallas
Kingdom Hall
4021 N. Piedras St, El Paso
End of Main Dance Pavilion,
on Old Main Street Road, near
Bellaire Boulevard, Houston
Municipal Auditorium, San Antonio

UTAH
The I.O.O.F. Temple
41 Post Office Pl., Salt Lake City

VIRGINIA
The Mosque
Main & Laurel Sts., Richmond

WASHINGTON
Masonic Temple
Harvard & Pine Sts., Seattle
Turner Hall, 25 W. 3rd Ave., Spokane

WEST VIRGINIA
Municipal Auditorium
Virginia and Truslow Sts., Charleston

WISCONSIN
Odd Fellows Hall
308 W. Mifflin St., Madison

CUBA
Salon "Artistica Gallega"
Zulueta 658 Altos, Esquina Gloria
Havana

HAWAII
Kingdom Hall
1228 Pensacola St., Honolulu

INFORMANT

OCTOBER, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

Will You Be Wise During "The Wise" Testimony Period?

If You're Wise You're a Worker

New Year Starts with New Literature

Another year has passed and now we are ready to begin the fiscal year of 1943 with "THE WISE" Testimony Period. Those who are wise understand the Lord's purposes and look wholeheartedly to the Lord and His organization for instruction and are zealous to obey the Lord at all times. Such persons put The Theocracy ahead of everything else, and focus their attention on the new world. Everyone who has been out in the service during the past year will want to get into this "THE WISE" testimony campaign during the month of October. We have several new instruments to use in the service and it will indeed be a real joy to start right now. Don't wait until the campaign is nearly over before you start, but make it a FULL month of REAL ACTIVITY. Come on, company publishers, let all strive to reach a new all-time high for company publishers, hours and back-calls in October.

"The New World"

Just now much is being said by the world powers about the "world after the war". The democracies say that they will win the war and bring peace and happiness to those who survive the present world conflict, while the totalitarians claim that they are going to win the war and have full control of the whole earth. Already they are making plans as to how they will run things after this war is over. Thinking people and people of good-will are asking: What is the new world? How will it operate? Who will be in control? What will be the condition of the people then? All these, and many more questions that are in the minds of all honest people are clearly and completely answered in the new book *The New World*, just released at the New World Theocratic Assembly. You have all read your copy of this new publication by now and have enjoyed it more than anything you ever read before. Now is the time when we must "comfort all that mourn", and this new provision from the Lord's table will accomplish that very thing. The brethren everywhere are joining in the "call to action" and are going ahead with new strength and renewed vigor and enthusiasm for the Kingdom. This new publication should be placed with the people wherever possible, and back-calls made. "THE WISE" Testimony Period is the time to begin.

"Peace—Can It Last?"

As a companion of the new publication *The New World* is the booklet *Peace—Can It Last?* This new booklet should be distributed far and wide. One should be placed with every bound book, *The New World*. Every person of good-will should have a copy and be encouraged to study it carefully. Use every means possible to get this booklet into the hands of the people. The book *The New World* and the booklet *Peace—Can It Last?* will be placed on a contribution of 25c. Where the entire combination cannot be placed, try to leave *Peace—Can It Last?* on any contribution, or free if the people are interested and cannot contribute anything for it. Most of the brethren have obtained a supply of these new publications at the Assembly, and you should concentrate on these as long as they last. If you haven't received your regular shipment by the time you run out of literature, then you should use *Children* and *Hope* on a 25c contribution as heretofore, until your shipment of *The New World* and *Peace—Can It Last?* arrives.

With these two new, up-to-the-minute weapons it will be quite easy to go to the people and tell them about the Lord's provisions for them in the new world—it is a message of hope, cheer, and comfort. Start this new year with *The New World* and give it a send-off that will delight the hearts of thousands or millions of sincere seekers of the truth. It is your privilege to have a part in this work, and you should not waste any time getting started. Each one should be ready to jump right in and do his share of the work without a murmur. Put to use "the sword of the Spirit" in door-to-door and back-call work. There is no doubt that this is the Lord's provision; so there is no reason to hesitate or hold back from proceeding "full speed ahead". Get busy, and give it all you have. Begin "THE WISE" Testimony Period with so much PEP and VIGOR that it will make the Devil's crowd sweat! Defeat persecution!

"The Sword of the Spirit" a Real Weapon

As announced at the New World Theocratic Assembly, the Lord has provided His people with a new threshing instrument, the new Bible. The scripture text of this Bible is what is generally referred to as the standard King James Version. The other features of the Bible, however, including a very fine concordance, proper names, maps, illustrations, and other exclusive features, are entirely Theocratic. These features have been prepared by consecrated brethren with a clear vision of the Kingdom and are intended for Kingdom service. Every publisher should have his own personal copy of this Bible, so as to be able to wield this "sword of the Spirit" to the glory of the Lord and the advancement of the Kingdom.

This Bible can be had by all the brethren, companies and pioneers, on a contribution of $1.00. This Bible is not released to the public yet. For regular door-to-door witnessing, continue to use the No. 116 Bible until further announcement.

Order "The New World" & "Peace" Booklet

No Consignments to Be Made Get All Supplies at Once

The new book *The New World* and the booklet *Peace—Can It Last?* will not be consigned. Therefore, in order to have an adequate supply of these gracious provisions of the Lord it will be necessary for all companies and pioneers to put in their orders immediately. The sooner we get the orders, the sooner they will be filled. However, close co-operation should be established between pioneers and companies to see that, if possible, all orders are made for 100-pound shipments.

The company servant should endeavor to contact all pioneers in the company's territory, and the pioneers should make it their business to get in touch with the company servant or stock servant when working in company territory, and send in their orders together. It is very difficult in this office, when orders come in separately, to locate them and put them together. Therefore, orders for two or more parties at one address should all be sent in together in one envelope. Orders for the new *Kingdom News* No. 11 should also be included with the above.

Pioneers working in groups and not in company territory should send in their orders in one envelope and have them all shipped in the name of one party. Pioneers when making out orders to be sent in with those of other pioneers should clearly mark at the top of their order blank, on the line "Ship to", not their own name, but the name of the party or company to whom the order is going to be SHIPPED; and on the line indicating to whom the order is to be CHARGED, show their own name, so that it will be charged to the proper account.

If the brethren will take these precautions it will greatly aid the Society in making the shipments and insure prompt and effective co-operation from the Society's headquarters in Brooklyn and the various depots.

Have in mind these things when you place your order:

The new Bible, $1.00 for those brethren who did not get their copy at the Assembly;

The Publishers' Edition of *The New World*, 50c. How many more do you need? Get the individuals' order;

Regular edition of *The New World;*

Peace—Can It Last?

Kingdom News No. 11;

Question booklet for *The New World*, 5c each;

and any other supplies you need, such as *Children*, No. 116 Bibles, and other books and booklets.

The sooner your order gets in, the sooner it will be shipped. All orders will be filled according to the dates on which they are received at the Brooklyn office.

Call to Action

Pioneers Needed by Spring

As announced at the convention, a call is going out through the length of the land for more pioneers in the field. Those who are "new world"-conscious and can possibly do so will respond to this call, and they will find that it will result in their everlasting welfare, and their faithful course of action will bring honor to Jehovah's name. Have you made full examination of your own personal circumstances, examining them in the light of the Scriptures, that is, with an eye single to the Lord's glory, not looking to your own personal desires or "old world" ambitions, but taking the course as the Lord instructs?—that is, "Trust in the LORD with all thine heart; and lean not unto thine own understanding. In all thy ways acknowledge him, and he shall direct thy paths." (Prov. 3:5,6) Those who, after fully examining themselves, find that their circumstances will permit them to enter into the pioneer service, both the brothers and the sisters, should immediately write the Brooklyn office at 117 Adams St., asking for a pioneer application blank. Remember the New World Assembly call, "Ten thousand pioneers by next spring." If you cannot enter now, START NOW getting your affairs into shape to be a pioneer by spring.

Also those brethren who are pioneers and who find it necessary to leave the pioneer service should immediately notify this office of such, so that the proper adjustment can be made on the records here and their names taken from the pioneer roll. Particularly do we have in mind those young pioneers who enrolled for the duration of the summer school vacation and who must now go back to school. They should notify the Society at once if they have not done so, that the proper adjustment may be made. By having the full co-operation of all the brethren in this regard, the pioneer roll will contain only the names of those that are actually meeting the pioneer requirements, and thus the average for the pioneers as a whole will not be brought down by those that are unable to meet the requirements.

New "Organization Instructions" Effective October 1

Note Important Changes

"Servants to the Brethren" Will Visit Every Company Twice a Year

Jehovah's Theocratic Government is increasing and moving forward in united action. As the work progresses the Lord brings to the attention of His servants on earth additional Theocratic instructions, thereby necessitating some changes in *Organization Instructions*. These new *Organization Instructions* apply to Jehovah's witnesses and their companions in all parts of the earth and will be put into effect by all branches. These instructions are from the Lord through His "faithful and wise servant". They apply to all companies, large and small, without qualification or limitation. They will be found entirely consistent and easily applied to any and all territories.

The *Organization Instructions* are always the property of the Society and are provided to the local company organization and pioneers for the purpose of carrying on the work in a uniform manner, and if there are any changes in servants these confidential instructions will be transferred to the new servants. Servants relinquishing their positions for any reason are not to hold on to these instructions, but are to turn them over to their successor. Pioneers when leaving that branch of the service are to return their copy of these instructions to the Society.

These *Organization Instructions* go into effect for all companies, pioneers and special pioneers throughout the United States, and in all countries reporting direct to the Brooklyn office, on October 1, 1942. One copy is supplied for each servant in your company organization. One copy will be sent to each pioneer publisher. They should at once be carefully and thoroughly studied by each servant and pioneer. These brethren should be prepared to put into operation immediately the various features of the Kingdom activity outlined therein. The different features of the present company setup which do not conform to these new organization instructions will be adjusted to conform to them. Changes in the titles of the various offices in the company organization to conform to these new instructions are to be made on October 1, 1942.

Regarding the committee of three who are to make recommendations to the Society: The title of secretary will be changed to that of assistant company servant, at once, and future reference to the assistant company servant in this *Informant* has reference to this office. The present company servant, assistant company servant and back-call servant will comprise the committee for making the recommendations to the Society from October 1, 1942, onward. They will be responsible for carrying out the duties assigned to that committee in the *Organization Instructions*.

Where the person serving as assistant company servant or back-call servant is a sister and there are competent brothers available in the company, brothers should be recommended immediately to replace the sisters in these positions. The recommendations for such changes may be made by the servants now holding office. If any of these brethren need assistants for office work, such as stenographers, such assistants may be chosen and may be either brothers or sisters.

As outlined in the *Organization Instructions*, the one recommended to serve as assistant company servant should be, next to the company servant, the most capable brother in the company. No other changes in servants should be recommended until after the servant to the brethren visits your company, unless an emergency arises due to brethren moving away or being unable to serve for some other reason. All the other servants in the company will continue to serve in their respective positions, excepting the sound servant. This position is being entirely eliminated. The brethren now serving in that capacity will turn over to the advertising servant all files, phonographs and records and all other data and equipment he may have that applies to that position.

Servants to the Brethren

These brethren are special representatives of the Society who are sent from company to company on schedule. The companies that are to be visited each month are sent a questionnaire, to be filled out in detail as outlined in *Organization Instructions*. The committee of three, composed of the company servant, assistant company servant and back-call servant, should give immediate attention to the careful and prayerful filling out of this questionnaire, particularly those companies to whom the servant to the brethren has been assigned early in October. During the first two weeks in October the servants to the brethren will be unable to carry on any extended advance correspondence regarding their appointments. Therefore they will write each company servant where they are assigned to serve, giving full information regarding the time, way and manner of their arrival, so that the company brethren can with the least possible difficulty or confusion arrange to meet them. The proper advance preparation for meeting with the servants and the company should be taken care of immediately by the company servant. After the first few weeks in October the manner of contact between the company and the servants to the brethren outlined in *Organization Instructions* will be carried out, as all parties concerned will have had ample time to conduct the necessary advance correspondence.

House to House Record

(Form No. S-15)

This slip mentioned in the new *Organization Instructions* can be had at 40c per 1000, or 5c for 125. These will be a real help to publishers working their individual territory. The price on the Study Conductor's Report (Form SC-3) is also reduced to 40c per 1000, or 5c for 125. Get your supplies now. A sample of the House to House Record form is being sent with the *Informant*.

It Is Up to You

When shall we reach a new peak in company publishers? The Lord has always placed definite requirements on each one of his servants, and it is the responsibility of each to fulfill that requirement to the best of his ability. The requirements that the Lord has placed on company publishers are very reasonable, and the fact that many company publishers meet all these requirements every month proves that "it can be done".

Why, then, is the report so low for the month of August, 1942? Is it because some don't fully appreciate their privilege of engaging in the Lord's service? The privilege of engaging in the Lord's service is the GREATEST PRIVILEGE ever offered to mankind, and we are among the few people who have been enlightened by the Lord to see and appreciate this honor. We should, therefore, seize upon every opportunity to give a testimony to the Lord's name. Make every spare moment be used to tell someone about the New World and its blessings, wherever you may be. Each one should carefully examine himself and see where he can improve his service, in an effort to become a better servant of the Most High God. We hope to see an increase in all phases of the work beginning with "THE WISE" Testimony Period. Start "THE WISE" Testimony Period by being a GOOD company publisher. With all the new instruments with which we have been blessed, there is no reason why we cannot score a new peak in company publishers and hours during this campaign. Here is the report for the month of August, 1942.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sept. 1941	5,600 July 1942
Av. Hrs.	20.3 June 1940	138.2 July 1942
Av. B-C	4.6 Oct. 1940	39.3 Apr. 1942

	Aug. 1942		Aug. 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	54,756	16.9	3.2	13.3	1.6
Pio.	5,589	136.4	38.4	75.1	12.1

The Study of "Organization Instructions"

Every Publisher to Know Them
Don't Miss a Meeting

The new *Organization Instructions*, effective October 1, reveal the "path" or "way" in which Jehovah's devoted servants are to walk now. To follow Jehovah's instruction leads to the way of life, and the wise person will always heed and follow those instructions and thus take them unto himself.

The instructions are prepared for the everyday use and application of each publisher. Each publisher has the privilege of diligently studying and absorbing all the information contained in them so that he may act properly and in harmony with the Lord's revealed will. They are to be used by applying them in all phases of the regular witness work. Jesus gave the proper example of how to use the Lord's instruction (the Bible) by meeting every situation by referring to the fact that "it is written" to do thus and so. That example all publishers of The Theocracy will follow by always stating 'it is written' in the Lord's organization instructions, and by thus doing they will be leaning to the Lord for guidance and not to their own understanding.

So that the brethren may get thoroughly acquainted with *Organization Instructions*, the company servant of each company is to arrange to have them studied at the first eight service meetings after they have been received, spending thirty minutes on them at each meeting. These are to be studied in the same manner as *The Watchtower* is studied. That is, the conductor is to prepare questions on the portion assigned, and after the question is answered and all matter covered the paragraph will be read. The company servant is to assign each servant in the company the particular part of the instructions applying to him and he is to act as chairman for that portion. It will be noted, also, that some of the instructions apply to various subjects in general and not to any particular servant and his duties in the company. For such part the company servant can select some capable brother (study conductor or other) in the company, and this brother can prepare questions and conduct the consideration of the portion that is assigned to him. If no other brother is at hand to do this, then the company servant may take this himself. The purpose of such study is to make familiar, and impress upon the minds of all the publishers, the new setup, the new instructions, how they apply to each of them, and thus 'burn into' their mind and heart the importance of taking them unto themselves and following them because they lead to the way to life.

At the end of each 30-minute study the next week's portion, of about four pages, should be read by a good reader, so that the brethren will be acquainted with the subject matter before questions are asked at the study the next week, and there answered and summed up by the reading of each paragraph.

The *Organization Instructions* are always open to any and all of the publishers. However, they are always to be kept in the possession of the servants with whom they are entrusted, and are not to be loaned. After the eight-week period of study, if any of the publishers have any particular point or question regarding the *Organization Instructions*, they may see the company servant, who will let them look up and find whatever information they are seeking. The *Organization Instructions* are always the property of the Society, and are merely held in trust by the servants in the company. We believe, however, that the brethren as a whole will have a very good understanding of the instructions after the eight-week study period. "I delight to do thy will, O my God: yea, thy LAW is within my heart."—Psalm 40:8.

Keep the Magazines Going

Do you have a store-to-store magazine route? If not, you are missing a good opportunity to get the light concerning the new world into the hands of many persons that otherwise would scarcely be reached.

It is suggested that the advertising servant, in addition to his territory assignment system for street-corner magazine witnessing, make up a sufficient number of business territory assignments and, upon request by the publishers, assign them a certain block or so of the business territory for these publishers to engage in the store-to-store magazine work. Of course, these territory assignments would not be valid for anything else than this one phase of the witness work. The publisher holding the territory embracing this business section would have exclusive rights to witness in same with the regular current offer as authorized in the *Informant*. After such an arrangement is made up, the publishers can check out a territory that is convenient to them and work regularly, on schedule, with both *The Watchtower* and *Consolation*, placing these with the business managers, clerks and others, with the end in view of establishing a regular route with regular obtainers of the magazines. Try it.

INFORMANT

NOVEMBER, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

Organize New Companies

Have You Tried?

"The churches . . . were edified; and walking in the fear of the Lord, and in the comfort of the holy [spirit], WERE MULTIPLIED."—Acts 9:31.

Back in the days of the apostles, when *persecution and difficulties* became great upon them they were separated from one another, and went everywhere preaching the gospel; which the Lord directed. The "churches" (or organized groups of the Lord's people) were "built up" (or edified), and as they were scattered from place to place they preached the gospel and brought the people of good-will together for study, thus organizing them to serve the Lord, and the "churches" (or organized groups) WERE MULTIPLIED.

Excellent opportunity on a much greater scale is now offered the publishers of the new world in the work of organizing more companies. Perhaps it is thought by some that such work is only for pioneer publishers. That is not true. General company publishers have the same opportunity before them to organize a company to take care of the interest in the territory now held by the company with whom they are associated. Particularly those companies that hold rural towns, villages or hamlets should take notice. It is very difficult for many of the regular company publishers who live in such towns to travel any distance to the headquarters meeting of the company. This is so at the present time and will magnify itself in the future because of the increased rationing and the difficult problem of transportation. Those company publishers who hold such assignments have the great privilege of working toward the end of organizing a company there. The new book *The New World* and the booklet *Peace—Can It Last?* should be placed with all the people of good-will, and studies started in the book with the aid of the booklet *"The New World" Study Questions*. Then, when these people of good-will see their privileges and their opportunity and what the Lord requires of them, they will desire to be organized into a study group, and ultimately an independent service organization, that is, a *company*. The servants of the company should be enlisted to provide territory, recommend servants, and generally get this new organization functioning.

The new Organization Instructions emphasize the importance of getting these people of good-will together to feed upon the Lord's provisions. The sole purpose of the Lord's visible organization is to preach the gospel of the Kingdom, to carry out the commandments of the Lord and to comfort those that mourn. Pioneers, general and special, devote their full time to the work of organizing more companies. Isolated territory now being worked by general pioneers should have a company organized in it before the pioneers leave the territory and go to another assignment, if at all possible. The Lord's blessing and the evident need for more organized study and service groups (companies) is shown by the fruitfulness of the special publishers' labor since December, 1941, and particularly since April, 1942. More than 200 new companies have been organized, thus providing a place for the hungry "other sheep" to receive instructions and "meat in due season" from the Lord's table.

Let each publisher, whether part-time or full-time, remember the importance of properly hunting for, feeding and aiding the people of good-will and bringing them to the company study meetings. Where there is no company to which to bring them, work toward organizing a company to carry on the Kingdom service when you leave.

Begin Studies in "The New World"

Use Question Booklet

The Society is pleased to notify all publishers that the booklet *"The New World" Study Questions*, as announced at the New World Theocratic Assembly, in September, is now ready and orders are being filled. This timely aid for all publishers of the New World Theocracy is bound with a beautiful peach-colored cover, the same color as of the book *The New World*. To aid the ones studying the Bible with the book *The New World*, in the first two pages of the booklet helpful instructions are given as to how to get the most out of the study. All companies should order their supply of these booklets now, if they have not already done so. The booklets will be placed with the companies and pioneers at a straight rate of 5c per copy.

Studies should be arranged in all companies as soon as possible now, so that the truth in the book *The New World* may be made your own. Finish your present *Children* book study if going through it for the *first* time. Otherwise, change to *The New World*, using the question booklet provided for that purpose.

In your regular witness work all publishers should try to start studies in the homes of the people of good-will, and begin using *The New World* in these studies. If you have begun *Children* studies, finish them, so that the people get the full benefit and blessing from the book.

Start more book studies, so that the lovers of righteousness will learn of the New World.

How to Report Properly

The Society is forwarding to companies and pioneers with their supplies of Report cards for the coming year a covering letter explaining the meaning of the various headings in the Report card, showing what is required in each case, and particularly outlining what constitutes a back-call, book studies and attendance at book studies. This letter should be thoroughly considered by each one and explained at the service meeting, so that all the brethren will understand what is required and co-operate fully, that the information forwarded to the Society may be accurate and dependable.

The Onward March of the Kingdom

Servants Delight to Do the Father's Will

Organization Instructions Helpful

The Lord through his "faithful and wise servant" (the Society) continues to bring forth things new and old for the edification and use of his people. He has now equipped us with new Organization Instructions in order to more systematically carry on the work assigned to us. Each servant in every company should become very familiar with the contents of the *Organization Instructions* booklet so that he may be able to discharge his obligation to Jehovah and co-operate with his brethren in advancing the Kingdom interests in the most effective manner possible. There should be no difficulties or misunderstandings now among the Lord's people regarding how the Kingdom work should be carried on. If each one will adhere closely to *Organization Instructions*, doing the work assigned to him as outlined therein, everything should go along in unity and peace.

Servants to the Brethren

The provision for servants to the brethren to visit all companies at least once every six months is greatly appreciated and provides such additional assistance as the brethren may require in helping them to apply these Organization Instructions to their local territory and conditions. The sole purpose of the visits of these brethren to the companies is to counsel and generally aid the brethren in Kingdom service. They will have no time for social activities nor time to waste on company or personal troubles. Their job is entirely that of assisting the brethren with their Kingdom problems. Their work with the companies commences at 8 a.m. in the morning, just the same as if they were working in the office or factory. They are to carefully check the company publishers' report cards, back-call files, territory files, company accounts, stock and magazine account, and all the other details outlined in *Organization Instructions*. To do this it will take time and they should not be hindered or interrupted. They should receive the full co-operation and support of all the servants. When all the servants and study conductors of each company assemble with the servant to the brethren they should come prepared with all proper records and other information pertaining to their respective work, so that all can intelligently discuss the problems facing the company and take such necessary steps as are required in order to get the work going in the most effective way possible.

All of the brethren in the company should arrange to participate in the field activity during the time the servant to the brethren is with you, and, *of course, should continue* therein regularly thereafter. All of the brethren should arrange to be present at the meetings conducted by the servant to the brethren. This is the Lord's provision for assisting each one in bearing his own burdens before the Lord. The New World Theocratic requirements must be the biggest thing in the life of each one of the Lord's people now. Therefore let each one co-operate in doing his part to the glory of the Lord.

Publisher Activity

During the New World Theocratic Assembly, September 18-20, 1942, there were some 80,000 brethren in attendance Saturday afternoon as the picture of the greater Jephthah unfolded clearly revealing the obligation and responsibilities now resting upon the Lord's anointed people. The significance of Jephthah's vow was revealed to them. His daughter's joyful acquiescence in the obligations involved clearly pictures what the Lord expects of the Jonadabs at the present time. The reality of what was there depicted must be fulfilled in sincerity and in truth by every one of the anointed and their Jonadab brethren on earth today. Every creature that hopes to have the Lord's preservation and protection in Armageddon must come under these obligations and accept them and discharge them faithfully, if he is going to have the Lord's approval. The actuality of these wonderful things can be fulfilled only by participation in the Lord's service now. Every one must be a publisher for the New World Theocracy. And undoubtedly those 80,000 who were privileged to sit at the Lord's table will be anxious to now do their part. The Lord, foreknowing conditions and the many difficulties his people would have to encounter at the present time, has given us this vision that we might have the faith, courage and devotion to overcome all obstacles and devote our greatest possible effort to the Kingdom service.

What Will You Do?

During the month of October those who recognized themselves in these pictures are among the wise ones who have taken part in "THE WISE" Testimony Period and will continue during November in organizing new studies and even new companies to magnify the name of Jehovah and joyfully participate in the "Victory Song" during December and in whatever other privileges of service the Lord may have for his people during the coming year 1943. If these things that the Lord revealed to us have been received into good and honest hearts they will bring forth fruit unto life eternal by inducing each one to joyfully participate in the Lord's service now.

Will You Be a Singer in the "Victory Song"?

Be Prepared Now for December Campaign

If you will look on your Calendar for 1942, you will notice that December is designated as the "VICTORY SONG" Testimony Period. Every one of the Lord's people knows without a question of doubt that the King, Christ Jesus, will be victorious in the final battle and for ever silence every part of the Devil's organization. Next to the Bible, the new publications that the Lord has provided for your use in the witness work are the greatest sources of strength and courage for you to "march forward" with determined zeal in the Lord's service that are in existence. The Lord's people go forward in the service with much enthusiasm and vigor. They know that the Theocracy under the lead of our King, Christ Jesus, CAN'T lose out in the conflict, come what may, and they are on the winning side.

Let all who have made a consecration to do the Lord's will prepare to join in this campaign during December, 1942, and prove that your Leader, and His army of "willing volunteers", is bound for certain victory and that the Devil's organizations, political, commercial, and religious, are headed for certain destruction in the battle of Armageddon. Let all joyfully take hold of every opportunity to give a good witness to all persons with whom you come in association during this "VICTORY SONG" Testimony Period.

The offer during this period will be *The New World* and *Peace—Can It Last?* on a contribution of 25c. Most companies will have their order of new books and booklets and *Kingdom News* No. 11 by that time. If, for some reason, your shipment of literature has not been received, you should continue to use *Children* and *Hope* during this campaign. During this month you should call at every home in your territory with the very latest publications as outlined elsewhere in this *Informant*. Hold high the banner of the New World and sing loud the "Victory Song" during the month of December. Let December be such a month of intense activity that the Devil's crowd will never forget it!!

The Use of "Kingdom News"

A Good Way to Cover Territory

The Lord's organization, The Theocracy, is constantly advancing—we are given many new effective instruments for carrying on the Lord's warfare, and we also find new and more effective methods of wielding these weapons that the Lord has given us. Let every Theocratic publisher—special pioneer, general pioneer, and company publisher—take notice of the following method of presenting this gospel message and use it in your own territory.

Nearly every company has some territory that is not being worked regularly and is not assigned to an individual publisher. Each company should arrange for group witnessing in these sections of territory on Sundays. Publishers should work their individual territories during the whole week, seven days if possible, as outlined below. Others who cannot handle individual assignments, and new publishers, should participate in group witnessing on Sundays, going into unassigned territories and working outlying towns that are not reached regularly.

On the first day cover the territory thoroughly with *Kingdom News* ALONE. The publishers will knock on every door, or ring the doorbell, and when the party answers the door the publisher will then hand the party just a *Kingdom News* in a friendly and interested manner, asking the person to kindly read it. It is important to establish friendly relationship and interest on this visit, then leave. Do not engage in any extended discussion of the work at this time. Just leave one *Kingdom News* No. 11 with every family in the entire territory.

A week later the same group of brethren should go over the same territory with the book *The New World* and the booklet *Peace—Can It Last?* The brethren each going to the same doors they did the previous week, the people will recognize them and it will be more of a personal, friendly call. They will have more confidence in you and will more readily accept the message you have to offer them, and your placements should show a marked increase.

Many more *Kingdom News* will be placed by each company if this method of working the territory is used. Some publishers do not seem to realize what an important part the *Kingdom News* plays in pushing forward the Theocratic interests. Many more people will read *Kingdom News*, with its striking introduction and its timely message, and will have a better understanding of what the literature is about. *Kingdom News* presents a very forceful message in a few words, and every person of good-will who reads it will want to receive *The New World* and *Peace—Can It Last?*

New Publishers Can Do It

Every newly interested person in your territory attending studies should be invited to have a part in this wonderful work. Many new publishers can be started in the field service for the first time. Let everyone who desires to do the Lord's will obey this "call to action" and joyfully go forward and let all those people in your territory have a chance to take their stand for the New World. If the people cannot take the book, then be sure to leave a copy of *Peace—Can It Last?* in every home where they promise to read it. Wherever you leave a book or booklet or wherever they show any signs of interest, be sure to take their name and address, and call back on these people. The publishers should continue to make back-calls on these people.

Many times some homes receive several copies of *Kingdom News*, while other homes do not receive any. If the above method of working your territory is carried out, then every home will receive at least one copy of each issue, and *only one*. The servants of every company should get together immediately and make arrangements to put in operation the above arrangement. This work should be well planned and organized in advance, so that it will be carried out smoothly and effectively. Every time a new issue of *Kingdom News* is printed every company should see to it that one is placed in every home in their territory, and then followed up with the latest publications. We feel sure that all the companies will show a marked increase in hours, back-calls, and new publishers. Everyone should be enthusiastic over this new provision and anxiously carry out these instructions. Let all go forward in united action as a "swarm of locusts", so that the people will say, "Where do they all come from?"

Publishers who have individual territory may use this same method. A week in advance of going over certain blocks these blocks can be covered with *Kingdom News*, as outlined above, and then called on with the literature. Some reports coming to the office from publishers following this procedure are most interesting, and results have been good in placements and finally in arranging back-calls and beginning book studies. Let us, by the Lord's grace, do real 'fishing' and 'hunting' this year—every block, every apartment, every home, and every person.

The "New World Theocratic Assembly" Starts Things

Have You Started?

The Lord opened the 'flood gates' of heaven and showered a downpour of blessings upon His people at the "New World Theocratic Assembly". From the very beginning of the Assembly, the Lord, through His instrument the Greater Jephthah, gave the 'go ahead' signal. All the publishers of the Kingdom, from that moment on, saw there was no slowing up, and the importance of doing the Lord's work and continuing no matter what comes. Have you heeded the 'go ahead' signal? Are you going ahead?

The release of the "sword of the spirit", the new WATCHTOWER Bible, was an unforgettable event. This has now become a mighty instrument in the hands of all the publishers of the Kingdom. Many reports are received showing that this instrument, properly wielded now, is a great aid in service activity. Soon, it is hoped, this Bible can be published in quantities sufficient that all people of good-will may have its use. Appreciating the real need of this instrument, the question is properly asked, "Are you wielding the 'sword of the spirit', and going ahead?"

The book *The New World*, released by the president of the Society in an inspiring lecture "Fighters for the New World", is the greatest yet. It's a marvelous book, and a provision of the Lord. Immediately after its release all publishers got their copy and were anxious to learn of its contents. Now learning of the precious truths, which are as 'fine gold', even choicer than 'fine gold', they are reaching the people of good-will and giving them the opportunity to read also. The publishers who were fortunate enough to obtain a supply at the various convention cities, and to replenish their supply since, by stock from Brooklyn, are sending in splendid reports as to its distribution. The people want to know of the New World. Are you giving them the chance to learn?

Kingdom News No. 11 has cheered the hearts of many. A way of using this *Kingdom News* to good advantage is described in this *Informant*. Why not try it in some of the territory that is not worked so often. Millions more copies of *Kingdom News* can be distributed in the manner described. If you have not already become a publisher, here is a good way to start, distributing *Kingdom News*.

The last release of the convention came after the Sunday afternoon discourse. The public meeting surely had the Lord's rich blessing. Upward of 129,000 persons listened attentively to "Peace—Can It Last?" It was plainly pointed out why religion could not guarantee a permanent peace, and what is the abominable "beast" of Revelation 17. Those who attended the lecture know, and millions more have learned since, because they have obtained a copy of the new booklet, *Peace—Can It Last?* Have you shared in the distribution of this wonderful lecture? All people today are talking about the peace that will come after the war. Give them the opportunity to learn what the Bible has to say about it.

With the "New World Theocratic Assembly" past, its work begins. All of these instruments mentioned above have been provided for the aid and comfort of all those who love righteousness. The Lord's people have them, they have enjoyed them, and rejoice in the possession of these new offensive weapons. They therefore go forward in battle regardless of all opposition and persecution that can be brought against them. The 'go ahead' signal has been given, and, by the Lord's grace, every one of the publishers of the Kingdom is now going ahead until the Lord says, 'It is enough.'

PREVIOUS ALL-TIME PEAKS

	Company Pubs.		Pioneers	
Pubs.	60,094	Sept. 1941	5,600	July 1942
Av. Hrs.	20.3	June 1940	138.2	July 1942
Av. B-C	4.6	Oct. 1940	39.3	Apr. 1942

		Sept. 1942		Sept. 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	58,203	13.6	2.8	14.5	2.3
Pio.	5,742	112.3	31.2	114.2	20.6

Children Reporting

There are many children who are not pioneers, working with their pioneer parents. There seems to be some question as to whether they should send their reports to the Society or report through some company. When pioneer parents are working in isolated territory where there is no company organization, their children should each put their report for the entire month on a Publisher's Field Service Report form (S-4) and write at the bottom of the slip, "Working with my Pioneer parents", and then the parents should send this slip to the Society with their own monthly report. Where pioneers are working in company territory, co-operating with the company, and attending meetings, their children should each then turn their report of activities in to the company just as any other company publisher would. When they report to their local company, they should NOT send a report to the Society direct; otherwise their report would be counted twice. In cases where pioneers are working at the extreme end of company territory and it is impossible to attend the meetings of that company, their children may make out their report at the end of the month, to be sent to the Society with the report of their pioneer parents, just as though they were in isolated territory. Children of special publishers may report direct to the Society as outlined above.

Gasoline Rationing

In response to inquiries received from many of the publishers concerning obtaining extra gasoline for Theocratic service, the following OPA Amendment No. 7, of August 25, 1942, is published:

Supplemental Rations

1394 506 Preferred mileage . . . (g) By a regularly practicing minister of any religious faith who serves a congregation, for meeting the religious needs of the locality which he regularly serves; or by a religious practitioner, other than a minister who is duly authorized by an organized religious faith to render services of a religious nature to members of such faith, for rendering such religious services to members of such faith in the locality which he regularly serves.

If you find it necessary to take this matter up with a board, copy out on a separate sheet the required information you wish to file with the board.

INFORMANT

DECEMBER, 1942 "Blameless in the day of our Lord."—1 Cor. 1:8 BROOKLYN, N. Y.

"Victory Song" Testimony Period

Aid Others to Say, "Come"

Time for New Publishers to Take Stand

All who have entered into a covenant with Jehovah God will want to join in singing the "victory song". The privilege is extended to all creatures who love righteousness to do some singing now, and because of their faithful course of action they will finally sing in the victory song after the victory, with all the faithful and true servants of Jehovah. December is the "Victory Song" Testimony Period. It will be a month of praise to the name of the Most High. The servants will march forward fully equipped to aid the people of good-will. Much of this equipment they have recently received—the book *The New World* and the booklet *Peace—Can It Last?* These two publications will be the principal offer, on a contribution of 25c, in the daily singing. Additionally, the Lord has provided his servants with the "sword of the spirit", a weapon to be used in offensive warfare. Carry this with you always during the "Victory Song" Testimony Period, so that you will always be in tune with the Lord's message.

Winter begins in December, but this will not slacken the Lord's servants nor hinder them in the service. The preaching of the gospel of the Kingdom must be done in all the world for a witness and at all times. If you have not been a regular publisher, December is as good a time to start as any. Do not think to wait until it gets warmer, because you may never get started if you do. To maintain one's integrity requires one to face some obstacles, bad weather conditions, persecutions, and maybe mob violence; but, by the Lord's grace, we will do the best to maintain our integrity under all conditions.

All company servants and the assistants in the companies should see to it that the work is well organized for December, and the servants should take the lead in the field. Door-to-door witnessing should be arranged in territory convenient for everyone, and have assignments for group witnessing. The back-calls should be made, and studies should be started. Now, with gas rationing on nationwide, the people everywhere will be remaining at home more in their leisure hours, and that gives the publishers a splendid opportunity to find the people at their homes and to arrange for back-calls. Do not let inconveniences such as shortage of gas keep you from walking to your back-calls or using some other conveyance. Our privilege is to comfort those that mourn and to give whatever effort is required on our part to carry on the work. This is the advantage of having individual assignments of territory near your homes; however, regardless of the location of your territory, arrange for back-calls and begin studies in *The New World*.

A Checkup

By the 15th of the month company servants should check all their publishers' Record Cards to see who has been out in the service, and those who have not should be assisted to get in some activity before the month ends. Every publisher should be given the opportunity of engaging in the "victory song". Aid them in every way you can. It is hoped that, by December 1, every company will have received a good supply of *The New World* and the booklet *Peace—Can It Last?* Reports show that the *The New World* is going faster than any other publication. Let every publisher put his hand to the plow and work and sing during this "Victory Song" Testimony Period.

Fiscal Year Reveals Excellent Report

Yearbook Carries Details

The past year has been a most blessed one in service. Those who have shared in the proclamation of Jehovah's name in the United States will rejoice to know that the Lord has added the increase. The average number of publishers during the past year was 62,179, an increase of a little less than 10 percent over 1941, or 5,434 publishers. The publishers accomplished much during the past twelve months. Hours reported witnessing for the Kingdom are 18,240,938. This is an increase of nearly four million hours in the field service over last year. The back-calls made on people of good-will totaled 4,525,982, to compare with the 2,897,810 back-calls made last year.

The important things to have in mind are: being a publisher, putting time in the field, and making back-calls. These three features of the report show a definite increase over the previous year. There are other increases too, but these are the important ones to have in mind in our work during the coming year. Books and booklets distributed in the United States were 17,644,959; new subscriptions, 157,748; magazine distribution on street corners and routes, 7,479,710, and sound attendance, 10,016,699. It is a real pleasure to report that during 1942 there was an average of 5,290 pioneers engaging in the service, and that there were, at the close of the year, 3,421 companies organized. We thank the Lord for the blessings he has showered upon his servants. The *Yearbook* will bring to you the detailed report of the United States, as well as of the whole world.

Kingdom Interests First

All Have Work to Do

January marks the beginning of another year, and, appropriately enough, the Lord through his faithful and wise servant, the Society, holds before the minds of his people a very important issue—KINGDOM INTERESTS FIRST—and, for our consideration, the words of Jesus, at Matthew 6:33, are quoted: "Seek ye first the kingdom of God, and his righteousness."

Are we seeking first the Kingdom of God? or are we giving other interests priority over the Kingdom interests? This is a serious issue. Outside of the Lord's organization men are giving priority to everything except the things pertaining to the Kingdom of God. If we find upon examination that we are doing likewise, *then it is time for us to do something about it.*

Seeking the Kingdom first means planning for the advancement of the Kingdom interests above and before anything else. This applies to company servants, study conductors and publishers alike, as well as to all full-time publishers.

Servant's Responsibility

The *company or unit servant* will take diligent oversight of all the kinds of Kingdom work in the company, and will see to it that these are properly cared for and that he takes the lead in advancing the Kingdom interests.

The *assistant company servant* will see to it that all his records are kept up to date; that he carefully checks and analyzes them on the 15th and at the beginning of each month at least, and takes up with the other servants the various features of their work that need particular attention at the time.

The *back-call servant* will see that his records are kept up to date; that he has a proper list of all company studies; that he is cooperating fully with study conductors and company publishers in caring for the studies and back-calls; that he is getting all new ones started in back-call work, and that every effort possible is made to reach regularly those people whose names are on his list.

The *territory servant* will see that the company's assignment of territory is properly subdivided into small individual assignments; that proper provisions are made for territory close to the homes of the publishers; that territory is provided for each book study and that his records of the assignment of such territory are properly kept, to show which territories are assigned, date they were assigned and the date they were returned, and after each entry indicate (in small, neat figures) the number of times the assignment was covered during the time it was out.

The *accounts servant* will see that all his accounts are properly kept and reported to the company, and will co-operate fully with the stock and advertising servants in keeping their accounts properly.

The *stock servant* will see that the stock is properly cared for, and that the stock room is open at a designated time and proper records are kept of the distribution.

The *advertising servant* will see to it that the sound equipment is properly cared for and kept in proper condition, and that magazines are ordered according to the needs of the territory and distributed as outlined by the Society. He should have proper records of sound and magazine work. He should encourage all publishers owning phonographs to use the recorded introduction to the literature.

Study-Group Activity

The *study conductor* is obligated to see that his lessons are properly prepared and that the meetings are properly conducted; that he takes a study group out in the back-call work at least one night during the week, and that proper arrangements are made to take out into the field on Saturday and Sunday, and such other opportune time throughout the week as can be arranged, new publishers and all those who do not have individual assignments.

The *publishers*, which include all the servants and study conductors, will diligently plan to redeem the time and put every moment possible in the Kingdom service, working their individual assignments, making back-calls, conducting book studies in the homes of the people and co-operating fully in the back-call work with their study group. Publishers should arrange to engage in some branch of the magazine activity. Publishers should always cooperate with the servants and never lose sight of the fact that the 60-hour quota is a possibility and the reasonable expectation of each normally well person. If each one will do his part it will mean that he is being "New World minded", and is a fighter for the New World, putting KINGDOM INTERESTS FIRST.

During January each one will have an opportunity to demonstrate that with him the Kingdom interests are really first. We will continue with the offer of *The New World* and *Peace* booklet, on contribution of twenty-five cents. Let all demonstrate to the Lord and to our brethren, and to all concerned, that we are not as the Gentiles, seeking the things of the old world and selfish interests, but that with us it is the Kingdom interests that are first all the time.

PREVIOUS ALL-TIME PEAKS

	Company Pubs.		Pioneers	
Pubs.	60,094 Sept. 1941		5,743 Sept. 1942	
Av. Hrs.	20.3 June 1940		138.2 July 1942	
Av. B-C	4.6 Oct. 1940		39.3 April 1942	
	Oct. 1942		Oct. 1941	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Comp'y	57,633	15.7	3.4	15.0	2.9
Pio.	5,790	135.7	37.3	116.6	24.1

Company Publishers, Do You Conduct a Book Study?

Our Equipment Makes It Easy

50,000 Studies Our Goal

All fighters for the New World should be conducting at least one book study each week. To place a book in the hands of a person and then go on and leave him is leaving a job half done. The Lord brings this matter forcibly to our attention in the experience of Philip and the Ethiopian eunuch. The spirit of the Lord commanded Philip to join himself to the eunuch's chariot and inquire, "Understandest thou what thou readest? . . . How can I, except some man should guide me?" (Acts 8:30, 31) The Lord has so arranged it that those who love him are given an opportunity to prove their love for him by feeding his "sheep". To refuse or be negligent in doing this would be the same as for Philip to refuse to join himself to the chariot of the Ethiopian eunuch, and to say, 'He has the book of Isaiah; that is enough, let him read that.'

Today Jehovah commands his people to join themselves to the people of good-will, those searchers after the truth, such as the Ethiopian eunuch, and to help them by inquiring, "Understandest thou what thou readest?" and see to it that they receive the necessary assistance to understand it. No consecrated servant of Jehovah can now, without serious consequences, disregard this Kingdom requirement. The Lord has provided us with the books *The New World* and *Children*, which contain a message of vital importance for the people of good-will. He has provided us with a question booklet on each book, so that it is possible to break down and explain every paragraph in the books and support that presentation with adequate scriptures. He has, additionally, provided us with the new "sword of the spirit", supplemented with an index of proper names, expressions and their meanings, a New World Theocratic concordance and "God's Word on Vital Subjects"; so that our every need is supplied while conducting a proper and profitable book study. There is no possible excuse for not trying to do as the Lord here commands. We should not only attend a book study regularly, but should conduct one. Remember, the conductor always learns more than those attending, so it's to your advantage to have a study.

Do not conduct two studies each week, one in *Children* and one in *The New World*, with the same party. Conduct one study in whichever book he prefers and let him go to the company headquarters for any additional studies. Persons who are that far advanced and interested will be glad to co-operate to this extent.

It is the hope of the Society to have upwards of 50,000 book studies conducted every week throughout the United States in either *The New World* book or the *Children* book. Let's get really study-conscious! Let's follow up all interest we record on our House to House Record slips (S-15), and always work to the one end, namely, arranging for and conducting studies. People will be home more regularly during this winter. Gas rationing may keep them home; don't let it keep you home. The prospects were never better than this winter for organizing studies. What will you do toward that 50,000?

Back-Calls Important

Helpful Suggestions

Just as witnessing from house to house is preaching the gospel according to the Lord's commands, so is the making of back-calls part of one's preaching commission. The former sifts the field to identify the newly aroused "sheep", the latter makes provision for the feeding and strengthening of that newly found "sheep".

Many publishers still plod along in the house-to-house service feeling that their covenant obligations cease with the mere placing of the literature in the hands of the people. Such was the procedure years ago, but alert and New World visioned publishers see that the work has changed to that of more intense feeding and teaching. We hereby put forth a call for all publishers, young and old, remnant and Jonadab, to henceforth participate more regularly in the back-call feature of the Theocratic service.

By this time all publishers are using the "House to House Record" form (S-15) to record the thorough covering of their individual territory. On this form will be noted every placement of the book *The New World*. Upon the placement of each book the publisher should mention that when he is in the neighborhood again he would like to drop in to see how they are enjoying the book. Then in two or more weeks make the casual and informal back-call.

Ask to step in. Conduct a brief discussion centering around the book *The New World*. Answer any questions they may have. Show them the booklet *"The New World" Study Questions*, with its more than 500 questions. Give them a sample of some of the questions discussed. Then read to them the brief instructions on pages 3 and 4 of the study booklet, which explains the procedure of a home book study. By this time you will be able to approach them as to calling next week at a stated time to start such a private home Bible study with them, and all at no additional cost whatever to themselves.

We believe that thousands of successful back-calls can be conducted in this informal manner, leading to thousands of regular book studies being established. Try this suggestion and witness the Lord's blessing upon your efforts. It would also be well to take your phonograph with you on the first back-call and additionally play them one or two short lectures. In this way your first back-call will give an additional witness, make use of your phonograph and also lead to a definite book study. Be kind to and thoughtful of the people and let them see your zeal for the New World. They, in turn, will respond by having confidence in you and desiring you to return to conduct the study.

10,000 pioneers by this spring! 1,020 new pioneers have enrolled since the New World Theocratic Assembly, September 18-20, 1942. Total pioneers now enrolled—6,694.

1943 *Yearbook* and Calendar

We rejoice to announce that in the Lord's providence the annual *Yearbook* and calendar are now available. The 1943 *Yearbook* gives thrilling reports from valiant fighters for the New World, scattered throughout the earth. The calendar sets forth the 1943 field campaigns for all Theocratic warriors, as well as a beautiful picture with attention centered on the New World. All lovers of righteousness will delight to possess a copy of the *Yearbook*, not only that they may share in the Kingdom joys of their brethren throughout the world but also for the daily texts and comments which are so essential in strengthening the Lord's people for their daily warfare.

The contributions are the same as last year, namely, 50c per copy of the *Yearbook;* 25c per copy of the calendar, or 5 copies for $1.00. All orders, with cash remittance, should be bulked together and sent in through the company servant as soon as possible. Pioneers who have been enrolled for six months or longer will receive a gift copy of the *Yearbook*. Pioneers desiring a calendar should order the same through the nearest company servant, if possible, to save dispatching costs.

Record Shortage "Children" Records Still Available

It has been practically impossible to get any records to fill orders in the past few months. The brethren everywhere should be very careful with the records they have on hand; nevertheless, using them just as much as possible. We have a fair supply of "Children" records (P-261, P-262) on hand. Reports have come in that this record has aided in placing the book *The New World*. The publishers run this record and then offer both *Children* and *The New World* on the 50c contribution. If the person does not desire both books, then he is offered his choice of either one of the books, *Children* or the latest book, *The New World*. This keeps the phonographs in use, which is essential, and at the same time presents clearly the message of the Kingdom through the record "Children".

If any new records can be manufactured, the Society will try to have them made. Until that time we feel sure that the brethren everywhere will use all the records available and all the equipment they have and will keep them busy in the interests of the Kingdom. The "Children" records can be had at 70c apiece, six for $3.50.

New Publications

Children: Spanish.
His Works: Spanish.
Hope: Spanish.
Comfort All That Mourn: Portuguese.

Prepare Now for February "Watchtower" Campaign

Only Two Months Away

It is apparently the Lord's will that February, 1943, be a *Watchtower* campaign. We confidently look forward to the biggest year yet in *Watchtower* subscriptions, because people are hungering for the truth and seeking after righteousness more than ever before. Today, amid a wicked, war-ridden world and slaving under the yoke of cruel murderous dictators in nations that are locked in death with the demons are many people of good-will who are worn weary by the strife, trouble, famines, taxes, restrictions, oppression, etc., that are heaped upon them, and they are now looking for some measure of relief and comfort. The entire old world is rushing madly on to its doom. Those people who have pure hearts and a sincere desire to do right want to separate themselves from the wickedness of this world. How can they do this, and where will they find this relief and comfort? The *only* source of truth and life is the spiritual food prepared for them, particularly in the *Watchtower* magazine, which we are obligated to bring to them.

The added trials and increased tribulations that have been imposed upon the peoples during the past year have caused many to come to their senses and wonder what this whole thing is all about. They are now in a much more meek, humble and receptive attitude than ever before, and should gladly welcome the comforting gospel (good news) of the Kingdom and submit themselves to do the will of the Greater Jephthah, Christ Jesus, just as Jephthah's daughter willingly and unhesitatingly submitted herself wholly to Jehovah's service at his temple.

The name of that campaign in February is the "Jephthah's Daughter" Testimony Period, and truly it is very significant of the work that will be done at that time—feeding the "Jephthah's daughter" class or the "other sheep". As soon as Jephthah's daughter learned of her father's will and the vow that he had taken, she wasted no time deciding whether she should do his will, but enthusiastically took her stand to serve the Lord. All those of the "other sheep", pictured by Jephthah's daughter, when they are once acquainted with the requirements of the Greater Jephthah, will joyfully take their stand for the Greater Jephthah without any murmuring or complaining and will offer themselves to do the service of the Lord during the "Jephthah's Daughter" Testimony Period. Those who are already blessed with this knowledge will get busy during this campaign and take the *Watchtower* with its life-sustaining food from the Lord's table to them.

Begin now to prepare for the biggest and best *Watchtower* campaign ever. The offer will be a one-year subscription for the *Watchtower, The New World*, and *Peace—Can It Last?* all on a contribution of only $1.00. This will be primarily a *Watchtower* campaign, but subscriptions for *Consolation* may be taken if the people are already subscribing for *The Watchtower*. Companies and pioneers should order their stock and supplies for this campaign early, so that no time will be wasted waiting on supplies. Make careful plans and preparations now for covering your territory with this offer, and see that all your equipment is on hand and in proper order. In lands where a literature shortage exists due to lack of shipping facilities, the brethren will be able to obtain subscriptions for both magazines, and do much work in the field with magazines alone, if necessary. All zealous workers for the New World will be anxiously looking forward to having a part in this great campaign and will enthusiastically march *forward* on the first day and continue to do so throughout the campaign.